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TANG WEI CHAU

FACTORS THAT AFFECT THE PURCHASE DECISION OF PROTON CAR IN PULAU PINANG

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FACTORS THAT AFFECT THE PURCHASE DECISION OF PROTON CAR IN PULAU PINANG

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ABSTRACT

The objective of this research is to examine the factors that affect the purchase decision of PROTON car in Pulau Pinang. This research uses mall intercept method to collected data from respondents. The population of respondents in Pulau Pinang is around 1.767 million. Thus, the sample size in this research is 384 respondents according to the Krejcie and Morgan table (1970). However, 400 sets of questionnaires were successfully collected through the data collection. Through review of literature and previous studies, a conceptual model was defined and the variables affect the purchase decision of PROTON car included the brand image, quality, design or aesthetic and price. In this study, SmartPLS was used to analyze the measurement and structural models. By using SmartPLS, the data was transformed into Excel CVS file to generate raw input for the application. The findings reveal that the purchase decision of PROTON car had positive relationship and significant with brand image, price and design or aesthetic. While the quality factor does not have a significant relationship with the purchase decision of Proton car.

Keywords: Purchase Decision, brand image, quality, design or aesthetic, price, and PROTON CAR

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ABSTRAK

Tujuan kajian ini adalah untuk menkaji faktor-faktor yang menpengaruhi keputusan pembelian kereta PROTON di Pulau Pinang. Kajian ini menggunakan kaedah pintasan-mal (mall-intercept) untuk memperolehi data atau informasi daripada responden. Anggaran bilangan populasi responden di Pulau Pinang adalah seramai 1.767 juta. Oleh yang demikian, saiz sampel bagi kajian ini adalah seramai 384 bilangan responden dengan berdasarkan jadual Krejcie dan Morgan (1970). Bagaimanapun sebanyak 400 set soal selidik telah berjaya dikumpulkan. Dengan merujuk kepada ulasan karya dan sorotan kajian lepas yang relevan, satu reka bentuk kajian dan komponen-komponen yang menpengaruhi keputusan pembelian kereta Proton dapat dikenalpasti. Komponen tersebut mengandungi jenama imej, kualiti, reka bentuk dan harga. Dalam penyelidikan ini, SmartPLS digunakan bagi menganalisis pengukuran dan struktur model. Dengan menggunakan SmartPLS, data tersebut dimautkan ke dalam bentuk Excel CVS untuk menghasilkan data mentah bagi aplikasi SmartPLS. Keputusan bagi kajian ini menunjukkan bahawa keputusan pembelian kereta PROTON mempunyai hubungan yang positif dan ketara dengan jenama imej, harga dan reka bentuk. Manakala, faktor kualiti tidak menunjukkan hubungan yang ketara dengan keputusan pembelian kereta PROTON.

Kata kunci: Keputusan Pembelian, jenama imej, kualiti, reka bentuk, harga dan kereta PROTON

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LIST OF ABBREVIATIONS

PROTON	Perusahaan Otomobil National (National Automobile Company)
MMC	Mitsubishi Motors
PERODUA	Perushaan Otomobil Kedua
DRB	Diversified Resources Berhad
HICOM	Heavy Industries Corporation of Malaysia Berhad
MAA	Malaysian Automotive Association
KPIs	Key Performance Indexes
CSI	Customer Satisfaction Index
COO	Country of Origin
BRA	Brand Awareness
BRL	Brand Loyalty
BRI	Brand Image
PRQ	Perceived Quality
LVAM	Low volume automotive manufacturing
PHEI	Private Higher Education Institution
PLS	Partial Least Square
CR	Composite Reliability
AVE	Average Variance Extracted
LVs	Latent variables
SEM	Structural Equation Modeling
CB	CO-variance based approach
ML	Maximum Likelihood
R^2	Coefficient of determination

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will help readers to understand the research that conducted by the researcher. In this chapter, it provides the details about the background of the study, research questions, problem statement and objectives of the research conducted. In addition, theoretical framework, hypothesis, the significance of the study, scope and limitation of study, scope of the study and organization of the dissertation also will be highlighted in this chapter.

1.1 Background of the Study

PROTON Holdings Berhad (PHB) is a Malaysia corporation that active in industry automotive which including in automotive design, distribution, manufacturing and sales. PROTON was founded on 7 May 1983 by founder Tun Mahathir Mohamad who is currently Prime Minister of Malaysia. The establishment of PROTON is related to Tun Mahathir's vision to improve Malaysia's industrialization compete with those developed countries. The vision achieved in the year of 1982 when the National Car Project was approved by the Cabinet. PROTON was established in the year of 1983 and become the only one national badged car company. The word "PROTON" is the short term name which abbreviated from Bahasa Melayu "Perusahaan Otomobil National".

Proton Saga was the first model of Proton car. Proton Saga was launched on July 9, 1985. The name "Saga" was named by Ismail Jaafar. The name "Saga" derived from Adenanthera Pavonina, which is a type of seed in Malaysia. Singapore was the first new market for the Proton. Proton Saga 1.5l sedan and Aeroback was launched in 1986 after a

year Proton saga was launched. These two models have great sales record in which around 50, 000 units of the Proton Saga had been sold in Europe and Asian country such as Brunei, New Zealand, Bangladesh, Sri Lanka, Malta and as well as in the United Kingdom.

In the year of 1988, Proton car was shown at British International Motorshow and achieved success with three prominent achievements which included ergonomics, coachwork and quality. Proton progressed with in-house engine operations in 1989. Besides that, a Transmission Assembly Plant was set up in Shah Alam at the same year. In 1996, Proton continue produced new car with new models launches including Proton Tiara, Proton Wira 2.0 Diesel and two-door Proton Putra, Proton Satria and Proton Perdana. Proton attained a controlling stake in Group Lotus in the same year.

Besides that, Proton also was the first rebadge manufacturer for Mitsubishi Motors (MMC) products in the respective 1980s and 1990s. Thus, Proton able to produce their first engrained design through Mitsubishi engine and non-badge engineered the car in 2000. By doing this, Malaysia elevated as the eleven countries in the world which able to design the car from beginning until the end. Proton product with mix local and badge engineered has sold in 15 different Asia countries.

The Malaysian government who owned Proton believe that Mitsubishi was not really transferring their technology to Proton. Mitsubishi ended their partnership with Proton in 2004. Proton old their 7.9 per cent share for RM 99 million in order to pay the debts and due to poor selling record in North America. However, Mitsubishi company still continue to support the vehicle's compartment and components to Proton. While Proton search for another partnership to sustain their business. In the year of 2009, Proton signed a Master Dealership Agreement with Proton Edar Sdn. Bhd and Edaran Otomobil National

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Berhad in order to improve the sales of Proton car in the worldwide. However, in 2012, Proton was acquired by DRB- HICOM Berhad. Due to the poor sales performance of Proton car, DRB- HICOM Berhad had made decision to sell 49.9% share in Proton and 51% share in Lotus to Geely Automobile Holdings in the year of 2017. Thus, Lotus is acquired by Geely Automobile Holdings. Proton mainly reliant on its domestic market. Through the foreign strategic partnership, hopefully Proton go through the new transformation and develop a new strategic plan with Geely Automobile Holdings partnership in order to improve the sales and regain consumer confident to purchase Proton vehicle. With the partnership with Geely Automobile Holdings, Proton now expected to launch their new SUV car which called Proton X70 and also expected to sale it by the end of the year 2018.

1.2 Problem Statement

According to News Straits Times's with the title of "The way forward for Proton" in the year of 2017, it is stated that Proton needs to be transformed in an aggressive way due to highly competitive and the growing up in the automotive industry. Proton reached their highest point when they controlled 64 per cent of the market share and reached sales volume of 176100 units of Proton car. However, Proton's sales seem to be declined drastically over the years. In the year of 2006, the second national carmaker, Perusahaan Otomobil Kedua (Perodua), a very competitive company which began established in 1993, had beaten Proton in the Malaysia automobile industries. Perodua sales volume increase by 14 per cent to 152733 in 2006 from 134170 in 2005. Perodua controlled 41.71 per cent of the market share while Proton only mange to controlled 31.62 per cent of market share since 2006. Besides that, it also mentions that Perodua productions exceeded Proton for the first time since its establishment with a production of 152733 units. While Proton only

reach 115538 units of production. In 2016, Proton sales only reach 72290 units, compared with Perodua's which the sales hit 207110 units and with 40 per cent of the market share whereas Proton registered at only 14 per cent. The poor sale of Proton has greatly impacted the financial performance of DRB-Bhd who owns Proton that time. DRB-HICOM's net losses have expanded to RM 478.9 million in the year of 2017 from 15.8 million a year earlier. From here, notice that the purchase decision of Proton has dropped drastically by referring to the Proton sales and market share at Table 1.1 below:

Table 1.1:
PROTON car sales from the year 2009-2018

Year	Proton (unit sales)	Proton Market share(%)
2009	148031	28
2010	157274	26
2011	158657	27
2012	141121	23
2013	138753	21
2014	115783	17
2015	102175	17.3
2016	72290	14
2017	70991	13.8
2018	6173(MAY)	10.2

Source: Malaysian Automotive Association (MAA), Vehicle Sales Date

In addition, Proton not only has sales issues, but Proton's price also is one of the issues. Some model of Proton vehicle is considered more expensive compared to the competitor such as Proton Suprima and Proton Inspira. For instance, the price of Proton Inspira is about RM 76 thousand while the Honda City cost around RM 78 thousand. The consumer will prefer to buy Honda City because in their mindset foreign is more durable and high quality compared to national car Proton. Besides, Honda able to offer a more attractive package in term of promotion and service package. In addition, the design model of Proton vehicle is not that attractive compared to others. For instance, the Proton Perdana 2014 looks exactly like 8th generation of Honda Accord. While the Proton Inspira design

also looks totally same with the Mitsubishi Lancer GT. The Proton Savy that introduced to compete with Perodua Myvi in 2005 suffer losses and discontinued after the poor performance of their selling. These situations can be due to the dissatisfied or lack of attractiveness of the design model vehicle that produced by Proton.

According to Tun Dr Mahathir Mohamad who was the former Proton Chairman's opinion, he thinks that having a strategic partnership is acceptable, but Proton must not sell to foreigners because Malaysia's automobile industry will suffer a big loss due to the closure of the supplier and vendors of components. Besides, workers will lose their jobs due to reduction or downsizing of engineering capacity. Tun Dr Mahathir also told that Malaysia will not be a developed country in 2020 and will be retained as the third world developing country if Proton was sold according to PaulTan's automotive news in 2017. The strategic partnership with Geely Automobile Holdings surely will affect Proton brand image in the automobile industry due to the consumer may have lack of confidence with the Proton car and the sustainability of the company.

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Yoshiya Inamori, who is Proton's new vice president of manufacturing worrying about the quality issue that faced by Proton. The Proton car has been suffering less than satisfactory market sentiment which related to the quality of the Proton car. Inamori attempts to solve this issue by identifying the difference in terms of quality compared to the competitors. Some efforts were done such as conduct the surveys in order to reduce the quality gaps between Proton and the competitors. Others than observing the competitors, internal key performance indexes (KPIs) have also been amended to encourage quality improvement. These enhancements include the introduce of car facelifts changes from model to model according to Inamori in 2017 of PaulTan org's automotive news.

Moreover, quality issue is not only the problem that faced by Proton. DRB-HICOM Chief Operating Officer, Datuk Harith Abdullah said that Proton deals with the issues which are dismal after-sales service and this problem has to be solved in order to make customers satisfied. No amount of money will help Proton regain its customer base unless these two issues have solved. Datuk Harith Abdullah explained that customers want a good ownership experience instead of high technology vehicle. He said that Proton needs to make and maintain people's confidence with Proton vehicle which something that Proton failed to achieve in the previous. In JD Power's SSI (Sales Satisfaction Index) and CSI (Customer Satisfaction Index), Proton always has been at lowest. Thus, Proton needs to be transformed in order to be competitive in the industry of automotive. He also revealed that Proton has been working with JD Power since 2015 to improve the current situation, described by the brand as an inconstant ownership experience and doubtfully negative brand perception according to Paultan.org automotive news in 2016.

Eventually, Proton's problems seem largely because of after-sales service. But how do Malaysia's Proton cars compare with other brands in terms of their brand image, quality, design or aesthetic and price? It is Proton brand image, quality, design or aesthetic and price meet the customer's requirement and how does it affect the purchase decision. Thus, this study will bring us to find out whether brand image, quality, design or aesthetics and price factor that affects the purchase decision of Proton car.

1.3 Research Questions

This study aims to identify the factors that affect purchase decision of PROTON car in Malaysia based on the following research questions:

1. Is there any relationship between brand image and purchase decision of Proton car?

2. Is there any relationship between quality and purchase decision of Proton car?

3. Is there any relationship between design or aesthetics and purchase decision of Proton car?

4. Is there any relationship between price and purchase decision of Proton car?

1.4 Research Objectives

The objective of this study is to examine how the independent variable (the brand image, quality, design or aesthetic and price) affect the purchase decision of PROTON car.

More specifically, the research objectives of the study are:

1. To examine the relationship between brand image and purchase decision of Proton car.

2. To examine the relationship between quality and purchase decision of Proton car.

3. To examine the relationship between design or aesthetic and purchase decision of Proton car.

4. To examine the relationship between price and purchase decision of Proton car.

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1.5 Significance of the Study

Proton is facing big challenges to survive in Malaysia's automotive industry due to many factors. Hence, this study is conducted with the aims to identify what exactly factor that influences the purchase decision of Proton car was declined. At the end of this study, hopefully, this study can identify the factor that affects the decision to purchase Proton vehicle the most. Ultimately, the researcher hopes these findings could help Proton to improve their automotive development and back to the top in the future. Furthermore, this study will also be added and fill in the gap in the literature review and none of the studies has been done in Malaysia.

1.6 Definition of Terms

1.6.1 Purchase Decision

Purchase decision means the consumers go through a different kind of processes before making decision in buying a product. For example, the purchase decision included the problem recognition, information search, evaluate of alternatives, purchase and post-purchase situation. Purchase decision can be related to the consumer make decision to purchase a good or services in order to fulfil their needs or satisfaction.

1.6.2 Brand Image

Brand image can be defined as the perception of the customers about a brand. It can be the impression of a consumer about a product or services and experience of using the product. Brand image is important because it represents the overall performance and image of the company. Hence, a positive brand image will improve the company sales and so on.

1.6.3 Quality

Quality means the product that is high in quality, durable and able to sustain longer and satisfied the consumer. The quality emphasis in many aspects such as durability, capacity, ability, safety and so on. Hence, quality is important for the consumer who is seeking for better and last longer product.

1.6.4 Design or aesthetic

According to Bunnak (2009), design is referring to the physical appearance form or visual characteristic. While aesthetic is referring to art and beauty and it is depending to how a consumer perceived objects or comments based on five sensory inputs (David & Glore 2010).

1.6.5 Price

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According to Brassington (2011), price is known as one of the four P in marketing perspective. Price is a value that used to measure of a good and services. It is also a form the essential basis of commercial transactions and in exchange for the transfer of ownership. In short, price is the value that the consumer is willing to pay in exchange for a product or services that they wanted.

1.7 Scope and Limitations

This study focused on one of the state of Malaysia which is Pulau Pinang. The younger generation may not come across experience the Proton car and do not know much about the details older model of Proton cars.

1.8 Scope of the Study

The sample population for this study is limited to the people who are living in Pulau Pinang. Pulau Pinang is a good place for this study due to the large number of private vehicle. However, the ability to generalize to the entire population of the Malaysian is several limited due to lack of time. This study will find out the factors (brand image, price, quality, design or aesthetic) that affect the purchase decision of Proton car in Pulau Pinang state.

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1.9 Organization of the Dissertation

The introduction chapter consists of the background of Proton, the problem statement, the research objective, the research question, significance and scope of the study, definitions of the terms and the organization of the dissertation. Next, Chapter 2 presents a review of the literature. It is consisting of the introduction, previous studies related to purchase decision and a summary of the chapter. Chapter 3 discusses the research framework, hypotheses development, research design, unit of analysis, sampling design,

measurement of variables, questionnaire design, pilot test, the method of data collection and technique of data analysis. Chapter 4 provides the findings of the data result and Chapter 5 discuss the findings and suggestion for future study.

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CHAPTER2

LITERATURE REVIEW

2.0 Introduction

In this chapter, the definition of the purchase decision is defined so can understand more about the behaviour's purchase decision of the consumer. The past empirical literature is stated and discussed in this chapter to know more about the purchase decision and how it can be related to this research.

After that, the past research and previous studies that are related to this study will be revealed and explained. By reading and analyzing the work of the previous studies, the researcher would have a better understanding of the research. Reading and analyzing previous studies would provide insight and allow us to understand the main variables which included the brand image, quality, design or aesthetic and price. These would help us to conduct the research more efficiently. Last but not least, the conclusion is discussed in the last section of this study.

2.1 Purchase Decision

2.1.1 Definition of Purchase Decision

Consumer Behaviour is described as the behaviour that consumer going through the process such as searching for purchasing, using, evaluating, and disposing of the products and services in order to satisfy their needs. Consumer behaviour also emphases on how the consumer makes the purchase decisions to spend their available resources such as time, money and efforts on buying the product or services that they needed. The effort includes what they want to buy, the purpose they want to buy it, when they are going to buy it, where they will buy it, how often they want to buy it, how often they will use it and how

often they evaluate it. After the purchase, the consumer will evaluate the impact of the buying for the future purchase. (Khosla, 2010) stated that consumer behaviour includes the study of when, why, how and where people do or do not buy a product. While (Kotler, 2000) mentioned that consumer behavour consists of elements such as psychology, sociology, social anthropology and economic. Armstrong (1991) said that consumer behaviour is the element that try to understand the process of buyer decision no matter in group or individual and study the consumer's characteristic such as demographics in order to understand their needs.

Bennett (1995) states that consumer behaviour involves the human being's interaction, cognition, behaviour and environment events as the exchange aspects of their lives. While Blackwell et al. (2001) emphasize consumer behaviour involves the diposing of goods and services after consumer obtaining and consuming the product. In spite of this, Peter and Olsen (2005) state that consumer buying behaviour includes the interaction and exchanges of experiences activities. Consumer behaviour not only engaged the experience and feeling when consumer in the consumption process, but it also the exchange and interaction of comments from other customer, price sharing, product quality, design and so on. Solomon (2009) explained that the concept of consumer behaviour summarizing the product that offered in market and inception of eight obsolescence such as individual or group selection, use, purchase, services, products disposition, ides or experiences to satisfy their desires.

2.1.2 Need Recognition & Problem Awareness

First stage, buyer identifies a problem or need in buying process. This is what need recognition or problem awareness means. The problem awareness can be triggered by external or internal factor. The example of internal factor is normal needs such as clothes or

foods. While the example of the external factor is such as entertainment activities or discussion with a friend might get you thinking about watching a movie. So, in this period, the seller or marketer will study the consumers to figure it out what kinds of needs or problem arise, and the demand of the buying in the specific market.

2.1.3 Information search

Second stage, information search is the process for an interested buyer. If the consumer's is satisfying with the product and the product meet their requirement with the information obtained, he or she will mostly tend to buy the product. In the other way, if the consumer did not find what they wanted, the consumer may store the need in memory until they found the related product that they needed. Nowadays, the consumers can easily find information from many types of sources they wanted such as through internet, advertising, packaging, social media, internet advertising and many more.

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2.1.4 Evaluation of Alternatives

Third stage, the consumer uses the information they obtained to assess alternative products in the choice set in the purchase decision process (Kottler, 2011). After evaluated the information they search, the consumer will choose the product what they think is best for them. Consumer will evaluate two aspects such as objective characteristics which involves the features and functionality of the product and subjective characteristics which involves perception and brand reputation in the purchase decision of a product (Blackwell, 1968).

2.1.5 Purchase

After the above evaluation stage, the consumer will rank their favorite brands. Thus, purchase intention is formed. Basically, the consumer will decide to the brand that they

most liked in final purchase decision. However, there are two factors that can affect the purchase intention and decision which are the attitudes of others and unexpected situation factor (Kottler, 2011).

2.1.5.1 Group of Purchasing Decision

Group of purchase decision can be divided to three such as complicated decision, limited decision and regular decision making.

Complicated Decision

Complicated decision means the decision to overcome the difficult problems are consistent related with traditional decision making. Motivated to achieve a good usually involved the decision-making processes for solving a complex problem. Thus, decisions-making always involve with a lot of risks. Consumer or buyer will carefully evaluate the features and brands for each product in this type of decision.

Limited Decisions Making

Limited decision making means the decision usually is easy and more intelligible. Buyer or consumer has little motive to collect information and is not strict about evaluate the choices.

Regular Decision Making

Regular decision making is normally needs a complex and time-limited decision making due to there are some measurements and data collection. Basically, purchase decisions are made when the goods are shown physically. Thus, consumer or buyer just needs minimum effort to select the product that they wanted. This type of purchase decision normally is according on their behaviour and repeat purchase behaviour that allows consumers to spend less time and energy decide to purchase a product.

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2.1.6 Post-Purchase

The purchase decision does not end after the product is sold. This is because after consumer purchased the product, they will either be satisfied or dissatisfied. Thus, it will engage in post-purchase behaviour. The relationship between the consumer's expectation and the product's perceived performance are the important factors that causes the buyer whether satisfied or dissatisfied with their purchase.

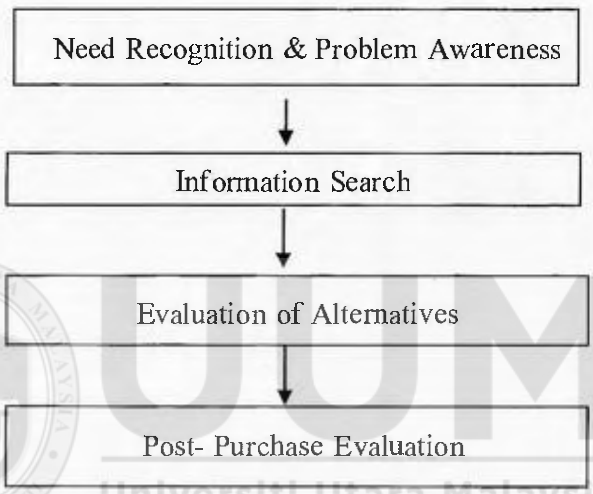

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Figure 2.1:
The concept of Purchasing Decision
Source: Purchasing Decision Process (Kotler, 2012)

Figure 2.1 above explains that the consumer will go through the purchasing decision process when buying a product. There are many type of models are developed with a view to providing explanations for the consumer's purchasing decisions. Mostly these models composed of the stage such as pre-purchase, purchase and post-purchase according to Hoyer (2001) and Jaworski (2003). Jaworski (2003) suggests that the purchasing processes always include such as a loop, comprising acquisition of products and services, consumption, and disposal of used products. As mentioned, stage one included needs recognition which means a customer is alert of the differences of a good between

their expectation and the actual satisfaction level (Solomon et al., 2006). It's divided two type of needs such as psychological and functional needs.

Stage two comes to the search information. (Solomon et al. 2006) stated that the information search is the process where the consumer looks for their environment for suitable information and make the most correct decision. It divided into pre-purchasing search and ongoing search.

While stage three is about the pre-purchase evaluation. The consumers will compare between different products, brands, quality and other criteria to do a purchasing decision. Besides, the consumers also will pay attention to the characteristics which are most suit their needs and requirement. According to Porter (2004), sometimes, the companies or firms will generate value by offer the lower price or unique promotions to the consumers in order to gain competitive advantages than the others.

Stage four is the stage where the consumer or buyer made their decision to purchase a product after evaluated and survey others competitor products. Blackwell et al. (2006), mentioned that there are two factors that contribute to the decision-making processes which included in-store selection and retailer.

While in stage five, consumers starting to consume or use the products that they bought. Lastly, stage six, customers will evaluate the product and experience the product when using it. This is important for company which hope to do the remarketing since consumers will consider repurchase the product if they are satisfied with the product that they purchased (Jaworski, 2003).

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2.2 Brand Image

2.2.1 Definition of Brand Image

The brand image is important because it will show the overall opinion or reputation of the firm or company. An image include aspect such as the outcome of the working experience, the external factors, customer's value, reputation, product recognition which could give impact on the company's performance. There are various of definitions of a brand image depend on the time, place, and people. (Aaker, 1996) describes that the brand image is the experience of the consumers which leaves some experience or memory in their mind after they use the product. While Maguire (2002) stressed that the brand image will define an organization position in the market. Thus, an organization should focus on the consumer's needs in order to have a better brand positioning in the market. Normally the product brand with a good image can convince the customers to purchase the company's product brand. For example, people will rather purchase foreign car brand such as Mazda, Honda and so on which they believe the quality is good and good in value compared to local car. The level of commitment of the customers will have the different of product value depending on the product category. It is a difficult for the company to figure it out the consumer's expectation because product must be unique than the product that offered by the competitors (Chernatony, 2011).

While a brand is carrying a symbol or image that could influence the desired image of the product to a customer. The brand image is like carrying the organization image which it is an important asset for the company. To be a competitive company, one need to make an improvement or changes on the product's brand regarding to the design, quality, feature and so on. By doing these, the company will able to produce a unique product and achieve competitive advantage. Besides that, it also shows that companies are

understanding consumer needs and demands able to provide the product that requested by customer.

The higher the number of customer, the easier for the companies to obtain product benefits. The brand image will impact consumer's purchase decision because the better the brand image, the higher the purchase decision and intention of the product. Thus, a company should always develop and improve their product continuously in order able to follow the market trend and satisfy consumer requirement. Conducting meeting and discussion with employees is a good way to generate creative ideas. A suitable flow of information and ideas are also important to generate the idea for sustaining the companies market position. Thus, its provide the ways to the company to develop a long-term brand in the market (Johnson, 2007).

2.2.2 Previous studies of Brand Image and Purchase decision

In the research "Consumer Purchase Intention: An empirical study of consumer buying behaviour respect to Country of Origin, Brand Awareness, Brand Loyalty, Brand Image, and Perceived Quality" that conducted by (Anney Lama, 2017) and the result shows that branded products are significant with the purchase intention of laptop in different countries. The findings show that country of origin, perceived quality, and brand loyalty has a significant positive impact on consumer purchase intention of laptop. On the other hand, the brand image and brand awareness have a negative relationship with the consumer purchase intention of laptop. The brand image has a negative impact on consumer purchase intention may be due to differences in the product used in an analysis. Thus, this study can identify whether a brand image has a significant relationship with the purchase decision of a car.

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According to the study "Car Purchasing Behaviour in Beijing: An Empirical Investigation" conducted by (Dongyan and Xuan, 2008), although the result shows that the five variables which are safety, comfort, exterior design and size, after-sale convenience and value for money have the most significant relationship with Chinese young consumers. However, male consumers prefer vehicle's brand image more than the female consumers. Besides, young people in China also prefer the brand image of a car more than other age groups. This result also can be supported by research of "Factors Affecting the Purchase Decision Making of Car Buyers in Malaysia" which to examine and map the purchasing decision-making process of car buyers in Malaysia. The result shows that most affecting Proton buyer are price followed by car design, brand image, functionality, fuel efficiency, spare parts and post services. Thus, through observing the previous studies, noticed that brand image can plays an important role in affecting the purchase decision of car buyers.

2.3 Quality

2.3.1 Definition of Quality

Nowadays, customers always look for product that is high in quality, durable and able sustain longer because it can satisfy their needs. Information about quality is easier to obtain with the latest gadget and internet source. Thus, the quality of a car will emphasis in many aspects such as durability, capacity, ability, specifications, safety, reliability, engine power, feature and so on. A lot of literatures just stressed on actual quality and neglected frontier of quality which is also important for the total meaning of quality. Total quality means the quality from the outside until the inside quality of a car is good in order to achieve the quality requirement of the customer. Each consumer has its own define and quality requirement. Hence, it is difficult to define on such subjectivity of term and the

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level of perceived value by consumer because only consumer themselves can experience and benefit from its outcome (Cronin & Taylor, 2012).

Perceived quality is the product quality received by consumer after they use the product. People or businessmen who are concentrating on the business or own interested and not focus on the customer or outside of business area will lead to perceived quality issues. Thus, perceived product quality is one of the most important constructs in marketing. Recently, perceived quality has been an important subject for a businessman and researcher but mostly they are focusing on service marketing (Cronin & Taylor, 2012). Gronmo (2013) stated the marketing variables such as consumers satisfaction, product involvement and purchase intention has received less attention due to marketing is more focus on other context. All business has a belief which is high perceived quality will lead to repeated purchase. Thus, in order to achieve the repeated purchase, it is important for a company to achieve a perception of quality sustainability for their product and to realize the meaning of quality in perspective of the customer. These actions will lead the organization or company to produce the expected quality of service and products for the customer.

Besides that, not only the creation of quality product but the perceptions also need to be created. This is because some consumers may be experience a previous image of poor quality. Thus, they may not believe the quality of the product again or may not be willing to take time to measure the product or services. Hence, it is important to sustain a good brand image because it is hard to recovery from bad brand image.

In addition, an organization sometimes may be achieving quality on aspect that is not necessary or important for consumer. For instance, the introduce of Electric car did not receive well acceptance from car buyer and led to a disappointing result. This may be due

to the customer did not familiar with the electric car because it is hard to find the charger station or did not recognize any advantage of it. Therefore, it is important to confirm the improved quality in the areas which will accept by the consumers (Parasuraman, Zeithaml & Berry, 2009).

Furthermore, due to lack of time, sometimes consumers just make a rational and objective judgment on quality or basic information is provided. Eventually, consumers may just depend on few cues that they familiar with quality. Hence, sometimes the key to influence the perceived quality is involves simple things. The company should manage these signs properly because consumers will use it as the guidance for making the quality judgment to select the product they needed (Parasuraman, Zeithaml & Berry, 2009).

Perceived quality is determined by various type of factors. These factors can be divided into product quality and service quality. There are seven dimensions of product quality such as performance, features, conformance with specifications, reliability, durability, serviceability and fit and finish. While service quality is about judgement which included its corresponding tangibles, competence, responsiveness, reliability and empathy (Aaker, 1991). As Srikatanyoo & Gnoth (2012) mentioned, purchase decision of consumers about the product from particular countries can be depended on the stereotypical beliefs. Thus, different consumers could have their different perception for the products that made from different region of countries (Papadopoulos, 2011). Armstrong and Kotler (2003) stated that reliability and quality are interrelated. Sometimes customer will buy high reliable vehicle is due to the lower cost and high resale value. Value consciousness refers to the monetary sacrifice which means some consumers will buy higher price with quality product as they are conscious about the value (Lichtenstein et al., 1993).

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2.3.2 Previous studies of Quality and Purchase decision

According to research title "Factors affecting the sales of new vehicles in the motor vehicle industry: a case study of Simba Corporation Limited Nairobi" by Helen (2015), the result shows that the purchasing decision of consumer is influenced by one of the independent variables which are quality among government policy, brand loyalty, and price. This result also can be supported by research "Factors affecting consumer purchasing decision in Kenya/s motor industry: case of Toyota Kenya customer" which the result shows that there was a positive significant relationship between economic factors such as the quality of the car, payment method, price, income, maintenance costs, resale value of the car, and purchasing decision.

Besides that, the research "Factors affecting the acceptance of the national car among private higher education institution staff" by (Suhaibah et al.) with the objective to identify the factors that cause the acceptance of the Proton car among one of the Private Higher Education Institution (PHEI) staff. The results indicated quality ranked as the third factor that affect the PHEI staff purchased a national car. While according to the survey "A survey on Brand choice of Millennial in Passenger car segment: Focusing Chennai region" by Pavitra & Lalitha (2017) also stated that quality has 4.62 influencing level of satisfaction among millennial buyer based on Fredman test's mean ranks. Besides that, quality factor can affect the purchase decision of car also can be proved by Assoc. Prof. Dr Idris bin Md Noor's research. The study shows that the topmost favourable factors that influenced the sales of the car are quality and safety. In addition, Nezakati, Kok, & Asgari (2011) found that mostly the respondents give more weightage to the quality of the car before they made decision to purchase which can assume that the consumers seem to purchase a car based on the previous experience.

2.4 Design or Aesthetic

2.4.1 Definition of Design and Aesthetic

(Uffmann et al., 2006) describes that the design is defined as product creation processes is the activities that help to prevent failures. There are different aspects to be considered in vehicle industry which included such as technology, manufacturing, regulations, supplier and customers. Yadav and Goel (2008) stated that car features such as fuel economy, vehicle dynamics, performance, noise, vibration and harshness, aerodynamics, climate control, packaging, cost and weight are the characteristic needed in the automotive industry for the design purpose.

Normally there are two types of designs which called product design and tooling design in the automotive industry. Product design is associated to the parts which contain automotive body and chassis structure such as side panel, doors, hood, doors that total up to more than 300 parts (Qiu and Chen, 2007). While tooling design is the tools that used for transforming the material into a part such as dies and moulds. The automotive manufacturers design the parts according to their own specifications, systems and requirements (Park et al., 2001). Besides, product design also is referring to the physical appearance form or visual characteristic according to (Bunnak, 2009).

(Ulrich, 1985) defined that aesthetic response is the preferences effect that connect with our pleasurable feelings that caused by a visual meet with certain environment. For instance, a positive aesthetic response will cause a positive preference and vise-visa. Aesthetic is a philosophy that relevant to art and beauty. It is concerned by how a consumer perceives objects or make comments with their five sensory inputs (David & Glore, 2010). (Wayne & Nicola, 2011) said that an individual who has a high sense of aesthetics is believed will have 'more stylish preferences regarding the design of things' or a superior

consumer preference. For instance, they will evaluate the product design that produced by each company before making purchase decision. Somehow, aesthetic of a product can affect a consumer to make a decision after observed on the overall product quality and desirability. Aesthetic is cover the aspect of human experiences such as culture, history, biology and present context but it also limited to how people respond to art objects. Aesthetic product contains of symbol and aesthetic value for consumers where it could to provide the quality impression for a product (Marielle & Jan, 2005). Aesthetic product has a meaning of creating an object that could increase the relevancy in symbolic consumption behaviour (Bunnak, 2009). Thus, a consumer could respond to the aesthetic product by engaging and translate with different kind of symbolic meaning. Hence, the consumers who loves aesthetic product will purchase a product based on their feeling or desire for the product. Besides that, aesthetic able to provide a sensory experience which can creates customer satisfaction and loyalty after they used or experienced the product (Aarti & Srivastava, 2010).

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2.4.2 Previous studies of Design or Aesthetic and Purchase Decision

According to Kumar (2014), his research on consumers purchase decision of a car in India, he found that safety, overall looks, shape or design, features and interior image, policies of pre-sales and post-sales are the key factors that influence car purchase decisions among consumers. Besides, Seng and Husin (2015) findings also presented that the design, features, specifications, performance, affordability and costs of ownership have a significant effect on the purchase intention of car users in Malaysia. In addition, the study conducted by Leow and Husin (2015) also found that design, specifications, features, performance, costs of ownership, affordability have significant relationship with the purchase intention at the early stage of a product in the Malaysia's automotive industry.

Besides that, the study that conducted by Holbrook (Ranscombe, 2010) also shows that the aesthetic aspects are connected to all products in modern generation. Nowadays, the consumer would like to purchase the product which is more stylish and nice-looking if they are given the choice between two products that are similar in price and function. Hence, under this situation, company will produce the product which looks more aesthetic to make a distinction one product from the product that offered by the competitor. For instance, Audi company is considered as one of the automobile manufacturer that really takes design and aesthetic seriously in produce their vehicle. The statistic stated that 60% of the consumers will purchase a car which is based on styling than technical performance. Therefore, the visual aesthetic and design have become the key consideration during car purchase decision while technological aspects have become less concerned.

Furthermore, researcher such as (Havlena & Holbrook 2014) also found that stimulate of the emotions and provision of enjoyment are important elements of the purchasing process of apparel consumer. Apparel consumers means the consumer who like to purchase aesthetic product and hope to get enjoyment, fun and pleasure from the purchase process at the same time.

Based on the previous studies analysis, the researcher can understand that design or aesthetic also plays an important role in affecting the purchase decision of car in Malaysia's automobile industry market.

2.5 Price

2.5.1 Definition of Price

According to (Brassington, 2011), price is known as one variable of the four P's of the marketing mix which included price, promotion, product and place. Thus, the automatic

or manual process of applying the prices to purchase included such as fixed amount, quantity break, promotion, vendor quote, price prevailing on entry, shipment, a combination of multiple orders, invoice date and so on. To prevent pricing errors, an automated system needs to have well setup and maintenance. Basically, cost-plus pricing is used by a retailer in the selection of pricing technique. These cost-plus pricing include the adding price of percentage to the retailer cost which with the purpose for charging the amount suggested by the manufacturer. (Jones, 2007) said that basically the manufacturer will print this amount usually printed on the product. The reason of the price charging is to achieve the company profitability but need to fit the real marketplace at the same time. According to (Jobber, 2010), the price charging mostly depends on the type of distribution, the product quality and the promotion strategic. Therefore, the price needs to be set higher if the cost incurred are high. The price also needs consider the cost of distribution, promotion campaigns and advertising and so on.

Besides that, the price is also always considered as a dominant factor and guideline for car for selecting which product brand or service wanted to purchase long time ago. Consumers will consider price as a measurement when making a buying decision. The reason is to maximum their utility in this purchase process. According to (Deloitte, 2009), car price is considered as top priority that significantly impact consumers' vehicle purchasing decisions. Besides, consumers seem attracted to the things which are free. For instance, a car that is tax-free in Langkawi will be more attractive to consumers than a car which sell in Peninsular Malaysia. Deloitte (2009) predicts that will be a critical shift in consumers' purchase behaviour where they will look or the car with is relative cheaper and efficiency.

2.5.2 Previous studies of Price and Purchase decision

Price is the most important factor according to previous studies that influence the purchase decision and demand for vehicle. According to the study "Factors affecting the sale of new vehicle in the motor vehicle industry: A case study of Simba Corporation Limited Nairobi" conducted by Helen (2015), the findings of the results indicate that there was a positive significant relationship between the price and purchasing decision of consumer in which the multiple regressions show that the R-square value of price was 0.723. It means that 72.3 per cent of the consumer purchasing decision is influenced by the price factor. Besides that, by referring to Hitesh (2015)'s study, "Factors affecting consumer purchasing decision in Kenya's motor industry: Case of Toyota Kenya customers", the result also revealed that there was a positive relationship between economic factor such as price and the purchase decision of motor in Kenya. In addition, the research that published by Tan and Santhi (2014) "Emerging Issues in Car Purchasing Decision" also shows that the variables such as car's reliability, safety, and price are significantly influence consumer buying behaviour for the national cars in Kuala Lumpur, Malaysia. Another study "Car Purchasing Behaviour in Beijing: An Empirical Investigation" was conducted by Dongyan and Xuan (2008) in China. The results explain the consumers choose safety as the top factor following by price and riding comfort as the third factor in purchase decision for a car.

In India, a research "Analysis on Indian automobile industry & factors affecting the demand of passenger vehicle in India" conducted by Pooja (2015) with the purpose to reveal the factors that affect the car demand by the consumer. The result also supported with the price factors has the most influential factor among sales and demand. Whereas in education institution, a research "Factors affecting the acceptance of the national car among

private higher education institution staff" conducted by Suhaibah et al. with the finding of this research found that price is one of the factors that has the most significant effect PHEI staff purchased a national car. These studies can be supported by Lee and Govindan (2014) and the findings indicated price is the most important factors that influence car purchase decisions.

Besides that, Hazel (2006) research "Factor affecting the demand for national car in Kuching" shows that price and promotion had the most significant relationship with the demand for a national car in Kuching. In the research, 100 sample size is included and reliability and factor analysis had been done. As a result, price and promotion are the most significant independent variables that affect the car demand in Kuching follow by product and place variable.

Alper & Mumcu (2009) carried out a study in Turkey to predict automobile's demand by using quarterly data such as price, quality, quantity, country of origin, and product variables from the new automobile market sales and demand from year 1996 to 1999. The results show that in the short run, the price is inelastic with the demand for new cars. Gupta (2013) also supported the strong effect of price and fuel efficiency on car buying decisions. Zhan and Vrkljan (2011) also found that the price, fuel efficiency, adjustability, visibility and the relationship between dealer and consumer are the factors that affect the purchase decision of the car. Other scholars (Chisasa & Dlamini, 2013) also emphasized that interest rates, fuel prices, price, and income play important roles in influencing car purchase decisions. Another study was conducted in Malaysia by Lee and Govindan (2014) and the findings indicated reliability, safety, and price are the most important factors that influence car purchase decisions. Recent research that conducted by (Altaf & Hashim, 2016) identified that better understanding of the effect of the product,

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price, and after-sales services are important factors that influence car purchase intentions in Pakistan.

By referring to the previous studies of price and car purchase decision, the researcher can clearly identify that there is a significant relationship between price and purchase decision of car which is important for our study.

2.6 Gaps in Literature

This study aims to fulfill the gaps in the literature by examining the relationship of factors (brand image, quality, design or aesthetic and price) and the purchase decision of Proton car in different perspective. Hence, it is important to identify whether these factors affect the purchase decision of Proton car in Pulau Pinang. Besides that, according to the literature review which shown as above, there are limited studies on the relationship of between the design or aesthetic and purchase decision of Proton car.

2.7 Summary of Chapter

This chapter provides a fundamental understanding and concept of this study. This study discusses four factors which included the brand image, quality, design or aesthetic and price that might affect the purchase decision of Proton car. Besides that, it is also explained how these factors are derived and explained according to the relevant literature and past studies.

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CHAPTER3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter describes the theoretical framework, hypotheses development and the methods and procedures that were used for data collection and analysis of this study. The selection of research methodology is crucial and vital as it measures the effectiveness of a research. It must be aligned with research questions and objectives that were examined. The questionnaire survey form was distributed to examine the relationship between purchase decision of Proton car and brand image, quality, design or aesthetic and price in Pulau Pinang. Besides that, this study sought to identify the factors that influence the Proton car purchase decision among brand image, quality, design or aesthetic and price. This chapter includes the research design, pilot test, population and sampling size, unit of analysis, questionnaire design, measurement scales, data collection and data analysis technique used to analyze the data and explain the relationship between dependent and independent variables.

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3.1 Theoretical Framework

Figure 3.1 shows the theoretical frameworks of the study. Theoretical frameworks are important to all research no matter is quantitative or qualitative, or mixed method research. All research articles should have a valid theoretical framework to justify the importance and significance of the work (Lederman & Lederman, 2015). Proton car purchase decision is the main variable which required to be investigated in this research. The independent variables include the brand image, quality, design or aesthetic and price.

Independent Variable (IV)

Dependent Variable (DV)

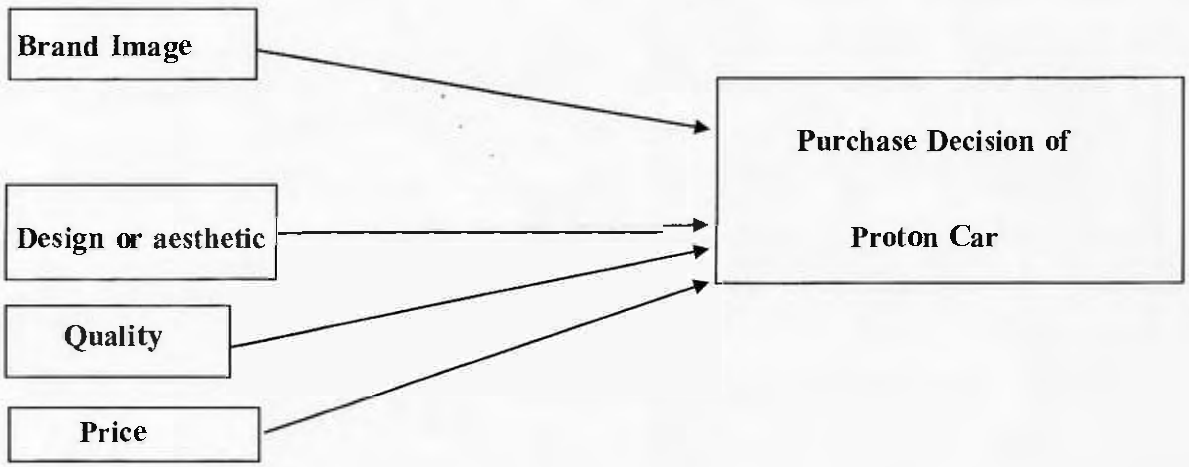

Figure 3.1:
Theoretical Framework of the Research

In the process of developing the research framework for the purchase decision of Proton car, this research suggests the outcome from the brand image, quality, design or aesthetic and price.

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3.2 Hypotheses Development

H1. There is a significant relationship between brand image and purchase decision of Proton car.

H2. There is a significant relationship between quality and purchase decision of Proton car.

H3. There is a significant relationship between design or aesthetic and purchase decision of Proton car.

H4. There is a significant relationship between price and purchase decision of Proton car.

3.3 Research Design

The research design is about the framework used to conduct research. It defines procedures and method that requires the needed information and solve the problem (Zikmund, Carr, Griffi, & Babin, 2013). After examined the research questions and objectives of this study, this study concluded that a quantitative method was suitable to conduct the research. In this study, a survey using questionnaires are used to collect data. Survey methods are mostly used to collect descriptive data in quantitative research. A quantitative research helps researchers to obtain information and obtain a greater understanding of the relationship among the variables, level of significance of hypothesis whereas the qualitative research is to test the research hypothesis as it is important to verify the hypothesis and relationship of variables in the study (Zikmund et al., 2013).

The data of this study were analyzed using SmartPLS (Partial Least Square). This study is using mall intercept method to collect primary data. Likert scales are used to measure the response of the respondents. Likert scale I to 5 which indicates that "1-Strongly Disagree" to "5-Strongly Agree" is used for measurement. The five-point scale is appropriate as it keeps the comparability of the result. For the purpose to test the reliability of the item, a pilot test has been conducted. The questionnaire was prepared in dual language which is English and Malay to ensure the respondent can understand and fill in accordingly.

3.4 Population and Sampling

According to Krieger (2012), the concept of "population" is essential to the population sciences but is hardly defined except in statistical terms. In addition, a population is the whole combination of parts from which the researcher decides to

formulate some assumptions (Cooper & Schindler, 2014). Normally to examine a research population needs a large collection of individual and object (Mohamed Adam, 2009). The population of this study is those people who are living in Pulau Pinang state. By refer to The Malaysia Automotive Association (MAA) vehicle registration in the year of 2017, the total number of vehicles in Malaysia is 28,181,203 units. While in Pulau Pinang state, the total units of the vehicle is 2,655,679 units in 2017 and the number unit of the car in private vehicles category is 1,130,601 units. According to the Department of Statistics, the total population is around 1.767 million people in Pulau Pinang. This means that there are around 6 to 7 persons who own a car among 10 persons. Thus, Pulau Pinang is a very good place for collecting the sample for this study due to the high amount number of the car owner.

3.4.1 Sample Size Determination

In general, a sample design is a framework that serves the basic selection of a survey sample (Lavrakas, 2008). The sample size is part of a research design that affects the validity and findings identified in research studies (Burmeister & Aitken, 2012). It is important to know the method and procedures to select a sample from a population so that the result is acceptable. Based on Roscoe (1975), there is seldom justification for a sample of this study which is higher than 30 but less than 500 are suitable for most of the research. According to the Krejcie and Morgan (1970) table, the researcher able to choose the sample size for the study. Based on Krejcie and Morgan (1970) table, the population of Pulau Pinang is around 1.767 million in 2018. Thus, with a population of 1.767 million, thus the sample size is 384. Therefore, there are around 400 set of questionnaires will be distributed to the people who are living in Pulau Pinang. Table 3.1 below shows the recommended sample size by Krejcie and Morgan (1970):

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Table 3.1:
Table for deciding Sample Size of a Known Population

Population Size	Number of Samples
75000	382
1000000	384

Source: Krejcie and Morgan (1970)

3.4.2 Sampling Design

This study uses the mall intercept technique. The mall intercept is a quantitative research survey where the respondents are intercepted in shopping malls or other public spaces. This mall intercept technique has applied in this study and conducted in the distribution of the questionnaire to the respondents who are living in Pulau Pinang. The places that intercepted and distributed the questionnaire included shopping mall, Proton Showroom, bank, company area and other public spaces. The respondents who are living in Pulau Pinang state only will be allowed to answer the questionnaire. The questionnaire also collected by using Smartphone and laptop in order to save the cost. The data will be key into the Microsoft Excel. Hence, the researcher also can analyze the data effectively using Microsoft Excel without calculating it manually.

3.4.3 Unit of Analysis

The unit of analysis is the major entity of the analysis (Trochim, 2006). Based on the population, the unit analysis is the people who are living in Pulau Pinang. Besides that, this study also focuses on the opinion of the car owner and the people who are about to purchase the car. Therefore, the data will be collected from each individual who is living in Pulau Pinang.

3.5 Questionnaire Design

In this study, the questionnaire is developed to obtain information from respondents. According to Brace (2018), the questionnaire is used to refer both to a questionnaire where participant fills in the form and instruments that used by researcher in order to collect the data.

The questionnaire design comprises of 27 questions. The questionnaire is divided into 3 sections. Section A contains 7 questions which are to require demographic data of respondents. Section B covers 16 questions which related to dependent and independent variables of the study. Section C covers 4 questions which related to independent variables only.

In Section A, it consists the information of gender, race, age, highest education level, occupation, income level and car brand. Section B and Section C aims to collect information from respondents regarding purchasing decision of Proton car, brand image, quality, design or aesthetic and price.

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The dimensions and items for each variable are shown below:

1. "Brand Image" comprises of 3 items which adapted from Anney Lama (2017).
2. "Quality" comprises of 5 items which adapted from Anney Lama (2017) and A.Amir & M. Asad (2018).
3. "Design or aesthetic" comprises 4 items which adapted from Choi, Kwan, Lai & Neo (2013).
4. "Price" comprises 4 items which adapted from A.Amir & M.Asad (2018).

The summary of the items in each variable is shown in Table 3.2 below:

Table 3.2:
Summary of the Questionnaire Design

Variables	**No of Items**	**Items**
Section A: Demographical Background	7	Section A: Item 1-7
Section B: Brand Image Quality Design or aesthetic Price	 3 5 4 4	 Section B: Item 1-3 Section B: Item 4-8 Section B: Item 9-12 Section B: Item 13-16
Section C: Purchase Decision	4	Section C: Item 17-20

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3.6 Measurement of Study

Measurement study is the process where the researcher will record and observe the result that they obtained (Trochim, 2006). According to Covin & Wales (2012), measurement models specify relationships between latent constructs and their measures such as items, indicators and so on. This explained the researcher can classify variable into different categories by applying the scale of measurement.

Beglar & Nemoto (2014) described that Likert-scale questionnaires are the most common instrument that used for measuring the constructs of variables to gather large figure of data. In addition, McLeod (2008) also mentioned that the Likert Scale is five-point scales which allow the individual to express the level of agreement toward a statement. Hence, Likert scales measurement is used to measure all the questions in Section

B and C as it can generate data that valid and reliable. Respondents are required to indicate a response to each statement according to the stated scale.

Table 3.3:
Measurement Scales

Scales	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Sources: MLeod (2008)

3.6.1 Measurement of Construct

In this study, the data were analyzed by applying the SmartPLS. The questionnaire has been adapted and adopted from previous research for the purpose to obtain and verify the validity and reliability of questions, Table 3.4 indicates the variables and the number of items for our study.

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Table 3.4:
Summary of Measurement of Construct

Variable	No of Items	Source and Year	Sample Items
Brand Image	3	1. Anney Lama (2017)	1. I can distinguish PROTON brand element from other brands. 2. I tend to purchase PROTON brand because that really make me look good in front of my friends. 3. I tend to purchase PROTON brand, which has a very good image.

Quality	5	1. Anney Lama (2017) 2. A.Amir & M. Asad (2018)	1. PROTON car is highly quality. 2. PROTON car is highly reliable. 3. PROTON car is very innovative. 4. PROTON cars have excellent features. 5. PROTON car is very durable.
Design or Aesthetic	4	1. Choi, Kwan, Lai & Neo (2013).	1. The shape and design are my consideration in buying a PROTON car. 2. I feel good about myself when I own a PROTON car with superior design. 3. If there are similar cars with similar features available in the market, I will purchase the PROTON car with the latest design. 4. I would not buy the latest PROTON car model if there is no major difference in design over the previous model.
Price	4	1. A.Amir & M. Asad (2018)	1. The price of PROTON car is high. 2. The price of PROTON car is low. 3. I think PROTON car will be good value the money. 4. If I buy a PROTON car, I will be getting a good car for a reasonable price.
Purchase Decision	4	1. Choi, Kwan, Lai & Neo (2013)	1. I would purchase PROTON car because its fulfils my brand image requirement. 2. I would purchase PROTON car because its fulfils my quality requirement. 3. I would purchase PROTON car because its fulfils my design and aesthetic requirement. 4. I would purchase PROTON car because the price is reasonable.

Source: Develop for the research

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3.7 Data Collection Method

In this study, the researcher collects the primary data through questionnaires mall intercept method. Since the population in Pulau Pinang is around 1.767 million in 2018. Thus, with a population of 1.767 million, the sample size is 384. Therefore, there are around 400 set of questionnaires will be distributed to the people who are living in Pulau Pinang especially in a mall, bank, Proton showroom or public spaces. Only those respondents who are living in Pulau Pinang is allowed to answer the questionnaire.

The researcher gave the dual language version of the questionnaires to every respondent. The questionnaire took around 15 minutes to be completed. The researcher collected the completed questionnaires after the respondent finished answer the questionnaire. The data were collected about a one-month period. The researcher collected the data personally to get a quick response from the respondents. 400 questionnaires were distributed. These questionnaires were collected and used for data analysis by using PLS.

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3.8 Pilot Test

The reason why pilot test is conducted is to the feasibility of method and procedures on a larger scale according to (Thabane et al., 2010). In this study, the researcher carried out the pilot test from the respondents that are similar to a real study. The research questions and hypothesis of this study measures five main variables which are brand image, quality, design or aesthetic, price and purchase decision. Each of the variables was measured by a list of questions item using a Likert type scale.

A pilot test was performed among the people who work in Jabil Sdn Bhd, Pulau Pinang. Thirty number of Jabil employees were selected to participate in our survey for the pilot test purpose. The pilot test aims to ensure every respondent understand the question in

the questionnaire. The pilot test can assist to improve the questionnaire development and pre-testing before implementing in a bigger scale.

Table 3.5:
Construct Reliability and Validity for Pilot Test

Variables	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Brand Image	0.832	0.833	0.714
Design and Aesthetic	0.873	0.873	0.696
Price	0.771	0.779	0.548
Quality	0.910	0.909	0.667
Purchase Decision	0.908	0.911	0.719

Table 3.5 above shows the reliability result from SmartPLS for the pilot test. As mentioned, the reliability of the measurement model in SmartPLS is verify by two values which are the Cronbach's Alpha and Composite reliability. The Cronbach's Alpha need to have value of above 0.6 whereas composite reliability need have value which is 0.7 or higher only considered as acceptable (Fornell and Larcker 1981). By refer to the table above, Cronbach's Alpha value is between 0.779 to 0.911. While the CR value is between 0.771 to 0.910. Both of the value shows the variables is acceptable and good for measuring the instruments.

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3.9 Data Analysis Strategy: Introdnction to Strnctural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a family of multivariate statistical techniques which allows researchers to test the structural model altogether and access the overall fit of a model that they wish to conduct (Gefen, Straub, & Boudreau, 2000). SEM able to measure the linkages that exit between a variable and evaluates the hypothesized structural relations among variables. Besides, the others function of SEM is used to

examine the relationships between one or more independent latent variables and dependent latent variables no matter the relationship involved is direct or indirect (Gefen et al., 2000). SEM also act as a flexible modelling tool for conducting many multivariate statistical analyses which involved path analysis, factor analysis, canonical correction analysis, regression analysis and growth curve modelling according to (Urbach & Ahlemann, 2010).

In addition, SEM also able to provides better result analysis compared to the first generation of analysis techniques such as factor analysis, principal components or multiple regression because SEM has the flexibility to interplay between theory and data (Chin, 1998). SEM also able to construct model relationships which contain of multiple predictors and criterion variables. Besides that, many analyses can be conducted in SEM such construct unobservable, measurement assumptions against empirical data and statistically test a priori theoretical and so on.

The approaches of SEM can be divided to partial least square (PLS-SEM) and co-variance-based approach (CB-SEM). These two approaches have their own statistical assumptions and the nature of fits (Gefen et al., 2000).

The function of CB-SEM is to minimize the differences between the sample covariance through the maximum likelihood (ML). The estimated parameters is used to reproduce the observed value's covariance matrix. Thus, when applying the maximum likelihood, the observed variables must have a normal distribution and observations must be independent with one and another. While PLS-SEM's function is to maximize the co-variance between the predictor and dependent latent variable. For single and multi-component models and canonical correlation, PLS uses least square estimation. Besides that, it is also helps to avoid the restrictive assumptions underlying maximum likelihood

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techniques and ensures against the factor indeterminacy and improper solution at the same time (Fornell & Bookstein, 1982).

According to (Rouse & Corbitt, 2008), PLS-SEM method is more easier and criticize as its not suitable for examining the relationships between LVs. However, due to the increase of PLS-SEM application used in marketing and other business disciplines recently, thus, the scholars are starting to accept the PLS-SEM in construct the structural model for their research (Henseler et al., 2009). PLS-SEM is also considered as an alternative solution when CB-SEM distributional assumptions cannot be fulfilled. Besides that, the distributional and informational demand that required by CB-SEM is said to be unrealistic for many fields especially in conducting the social sciences research (Wold, 1982). Thus, the selection between PLS-SEM and CB-SEM is depend on your research objective and type of the research conducted.

3.9.1 Criteria for Selecting PLS-SEM or CB-SEM

As mentioned, there are two type of SEM which are PLS-SEM and CB-SEM. The selection of these two SEM is depend on the research objective, modeling of the structural, data characteristic, evaluation and so on (Hair et al., 2011). There are five rules of thumb of selecting PLS-SEM or CB-SEM. Hence, in order to make the selection easier, there are some criteria that can be as references.

First, the selection can be based on the research objective. Normally, CB-SEM method is used if the objective of the research for testing a theory due to CB-SEM able to test how well a theoretical model fits the observed data (Barclay, Higgins, & Thompson, 1995). CB-SEM is also suitable for hard modelling which the purpose is to minimize the co-variance matrix. This is the advantage of CB-SEM. While PLS-SEM is useful for soft

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modelling which means it is suitable to use for the research objective which is focus on prediction and theory development. This is because soft modeling able to maximize the covariance's amount between latent variables in order to increase the interpretation of the model (Sosik et al., 2009).

Second, CB-SEM is more suitable for the research model which use reflective constructs. This is because the application of CB-SEM in formative measures within the structural model will cause the identification problems (Henseler et al., 2009). Besides that, it also will create a situation where the explanation of the covariance of the indicators is not possible. In addition, the use of CB-SEM in reflective and formative constructs is also very complicated. While, PLS-SEM is good to use for analyzing a structural model even though in reflective and formative constructs. PLS-SEM is also more flexible which able to use reflective and formative in the same time.

Third, CB-SEM needs fulfil some assumptions before further analysis to conduct a research. The assumptions included the assessment data multivariate normality, variable metric uniformity and observation independence. CB-SEM required the data to be normal distribution and large sample size. Any violation of the assumption will result the CB-SEM output no accurate (Hair et al., 201 I). On the other hand, PLS-SEM is more flexible which it able to use for non-normality distribution data because PLS-SEM will transform the non-normal data into data that adheres to central limit theorem (Beebe, Pell, & Seasholtz, 1998).

Fourth, the objective of PLS-SEM in structural model is to test the theoretical model which has been suggested based on the literature. In short, PLS-SEM is for structural which is non-recursive while CB-SEM is for structural which is complex.

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Table3.6:

Summaries of the Criteria between CB-SEM and PLS-SEM

No	Criteria to evaluate	CB-SEM	PLS-SEM
1	Research goal		
	i. Predicting key target constructs		ok
	ii. Theory testing, theory confirmation or comparison of alternative theories	ok	
	iii. Exploratory of an extension of an existing structural theory		ok
2	Measurement model specification		
	i. If formative constructs are part of the structural model		ok
	ii. If error terms require additional specification such as co-variance	ok	
3	Structural model		
	i. If a structural model is complex		ok
	ii. If a structural model is non-recursive	ok	
4	Data characteristic and algorithm		
	i. Data meet distributional assumptions	ok	
	ii. Data did not meet distributional assumptions		ok
	iii. Small sample size consideration		ok
	iv. Large sample size consideration	ok	ok
	v. Non-normal distribution		ok
	vi. Normal distribution	ok	ok
5	Model Evaluation		
	i. Use latent variable scores in subsequent analyses		ok
	ii. Requires global goodness of fit criterion	ok	
	iii. Need to test for measurement model invariance	ok	

Adopted from: Henseler et al. (2009) and Hair et al. (2011)

Table 3.6 above shows the criterion for selecting the PLS approach. This research used PLS-SEM instead of CB-SEM because the focus in this study does not involve the measuring of model invariance. This study is focus on prediction factors which related to purchase decision of Proton. Hence, the use of latent variables scores is important to examine the relationship between the latent variables according to prior theoretical knowledge. So, in this study the researcher choose PLS-SEM because it able to estimate the

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correlations between the residuals and assess their impact on the model which is suitable with our model measurement.

3.9.2 Partial Least Square (PLS)

Partial Least Square (PLS) was invented by an econometrician named Herman Wold and is known as a family of alternating least square algorithms. PLS path model uses two sets of linear equation which are the measurement model and structural model (Henseler et al., 2009). The measurement model of PLS requires the relationship between latent variables (LV) while the outer model specifies the relationship between LV and its manifest variables. The inner model is known as the structural model while the outer model is known as measurement model. The PLS algorithm is a sequence of regressions in terms of weight vectors which involves the stage of iterative estimation of LV scores, estimation of outer weight or loading and path coefficients and estimation of the location parameters. The stage of iterative estimation of LV scores consists of outer approximation of the LV scores, estimation of inner weights, inner approximation of the LV scores and estimation of the outer weight.

3.9.3 Reflective and Formative constructs

According to SEM, latent variable can be modelled by formative or reflective indicators. Jarvis, Mackenzie and Podsakoff (2003) describes that the reflective constructs is a construct that can be affected by the same underlying construct, which uses parallel measures that co-vary. It is uses to measure the same underlying construct such as latent variable to the indicators, and the changes in the underlying construct are hypothesised to cause changes in the indicators. The arrow points from latent variable to reflective indicators direction in the reflective construct. (Petter, Straub, & Rai, 2007) explains that

the indicators for a reflective construct should be consistent internally because all of the measures are assumed to be equally valid indicators of the underlying latent variable.

In the meantime, formative construct means the constructs that have formative indicators. Formative construct is combined to increases the meaning of the latent variable. (Jarvis et al., 2003) stated that the indicators have an impact on the underlying construct in the formative construct assumptions. The group of indicators are determining the conceptual and empirical meaning of the construct. The arrow points from indicators to latent variable in formative construct.

In reflective construct, internal consistency is important because it will provide the loading value to measures reliability of the indicators Petter et al. (2007). In contrast, formative indicators need not have high internal consistency or corelated because this will result changes in the underlying construct. (Chin, 1998a) also support that formative construct that causes the latent variables have no correlated with each other or represent the same underlying dimension. Figure 3.2 below shows the diagrams of the reflective and formative constructs.

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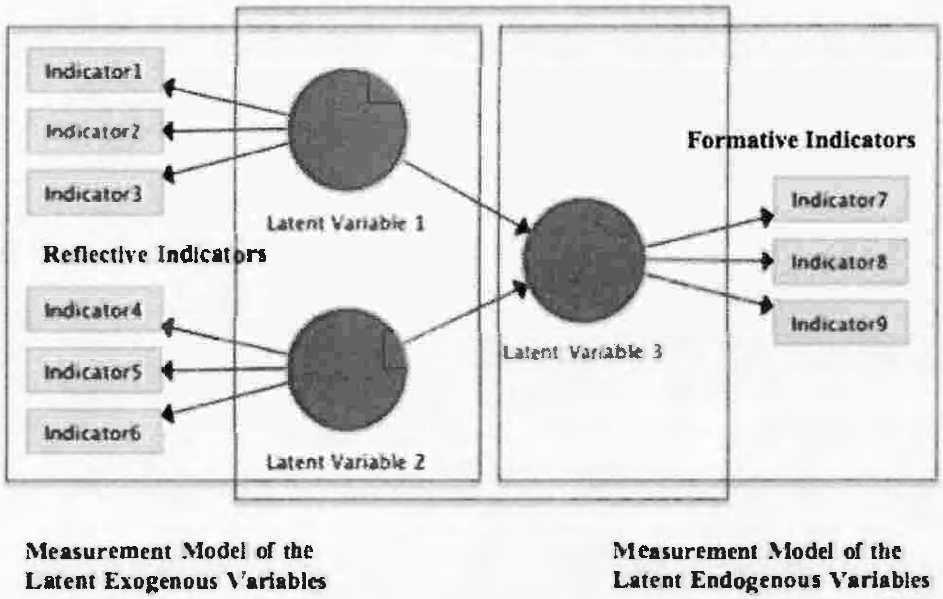

Figure 3.2:
The Diagrams of Reflective and Formative Constructs

The loading is a measurement to represent the correlation between the indicators and component scores reflective constructs. While weight is a measurement for constructs with formative measures because its provides the information which is relative importance of each indicator (Chin, 1998).

In this study, the latent variables (LV) are modelled as reflective measure and formative measure. This means the reflective measure will be the independent variable which included the brand image, quality, design or aesthetic and price. On the other hand, the formative will be the dependent variable which is purchase decision of Proton car. There are two types of variables which are endogenous and exogenous variables in PLS-SEM. An exogenous latent variable only labelled as independent variables while endogenous variables can be labelled as both independent and dependent variable. As

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mentioned, exogenous latent variables point out from the variables while endogenous latent variables can be either point in the variable or point out from the variables.

3.10 Evaluating Measurement and Structural Models using Partial Least Square (PLS)

In PLS, the research model needs two requirements of process which are the measurement and structural model. The measurement model is used to validate the reliability level for the indicators or constructs. While the structural model is to find out the significant relationship between the latent variable or to figure it out the relationship between dependent and independent variable or both variables. Besides, the significant level of each relationship also can be identified in the structural model.

3.10.1 Measurement Model

There are four types of validation which are internal consistency reliability, indicator reliability, convergent validity and discriminant validity in measurement model.

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In PLS-SEM, the composite reliability (CR) is used for measuring internal consistency reliability. Sometimes in PLS analysis, researcher is preferring CR even the Cronbach's alpha criteria cannot be met. This is because Cronbach's alpha is often underestimating the internal consistency reliability and assume that all indicators are equally reliable. The composite reliability is based on the outer loading value from 0 to 1. The higher the values, the higher the reliability. Generally, the requirement CR is the values between 0.7 and 0.9. However, 0.6 or higher CR is also acceptable for exploratory research.

Convergent validity is used to measure the positive correlates with others measures of the same construct. Thus, the outer loading is used for the indicator for convergent

validity. The accepted outer loading is above than 0.708. However, the researcher should also consider to keeps the indicators which have outer loading between 0.4 and 0.7. This is because delete the items will cause a negative composite reliability (CR). While the items which have lower loading value than 0.4 should be deleted. Besides that, Average variance extracted (AVE) value is also used as the indicator for convergent validity. The requirement is the constructs need have higher than 0.5 value of AVE. It means that the constructs are explained by 50 per cent or more by the indicators variance.

While discriminant validity is used to measure the level of the constructs differ from each other. It represents he unique phenomena according to (Hair et al. 2014). In this case, cross loading and Fornell and Larcker used as the indicator for discriminant validity. For cross loading, the item's loading of each indicator is highest for its designed construct. While for Fornell and Larcker, the square root of the AVE of a construct should be greater than the correlation between the construct and other constructs in the mode.

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Table 3.7:
Summaries of Validity Guidelines for Assessing Reflective Measurement Model

No	Validity Type	Criterion	Guidelines
1	Internal consistency	CR	CR>0.7 (for exploratory study) CR>0.8 (advance research) CR<0.6- lack of reliability
2	Indicator reliability	Indicator loadings	Item's loading> 0.7 and significant at least at the 0.05 level
3	Convergent Validity	AVE	AVE>0.5

4	Discriminant Validity	Cross loading Fornell and Larcker	Item's loading of each indicator is highest for its designed construct The square root of the AVE of a construct should be greater than the correlation between the construct and other constructs in the mode

3.10.2 Structural Model

Structural model validation helps the researcher to evaluate systematically whether the hypotheses have significant relationship between the two variables. The structural model can only be analyzed after the measurement model validation has passed. Coefficient of determination ($R^{2)}$ and path coefficient is used for structural model evaluation.

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First, Coefficient of determination ($R^{2)}$ is used to measure the model's prediction for structural model. Its measures the relationship of a latent variables explained variance to its total variance. Thus, R^2 calculated the dependent variable constructs by the squared correlation between the constructs. Hence, the predicted value means the independent variable share effect on the dependent variable (Hair et al.2014). The R^2 value will be between 0 to 1. This means that if the R^2 is high, the prediction level will be high too. The R^2 result which is around 0.67 is substantial, around 0.33 is average and around 0.19 is weak.

After that, will move to bootstrapping. The reason of conduct bootstrapping is for resampling the data that. The bootstrapping is believed will improve the accuracy of the

result. The researcher applies non-parametric bootstrapping because our data is non-normal distributed. Bootstrapping creates a larger subsample with replacement from the original data set. It will return to original population after a new sample is created. Eventually, bootstrapping will generate the t-value which us to determine the significance for our path model. T-value will tell us the significant relationship between the dependent and independent variable. (Hair et al. 2014) stated that a T -value should higher than 1.96 and the path coefficient is significant at a level of 5 per cent. Hence, the R^2 must be higher than 0.19 while the path coefficient between latent variables should be at least 0.1.

Table 3.8:
Summaries of Validity Guidelines for Assessing Reflective Structural Model

No	Validity Type	Criterion	Guideline
1	Model Validity	Coefficient of determination ($R^{2)}$	0.67- Substantial 0.333- Moderate 0.19- Weak
2	Model Validity	Path Coefficients	Path Coefficient must be at least 0.100 and at significance (at least 0.05)

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3.11 Summary of the Chapter

In general, chapter three presents the research methodology such as theoretical framework, hypothesis development, research design, population and sampling, questionnaire design, measurement of study, data collection method, pilot test, and data analysis strategy.

Chapter 4

FINDINGS

4.0 Introduction

This chapter will present the findings of data analysis as discussed from the previous chapter. The researcher will discuss four factors which are brand image, design or aesthetic, quality and price that affects the purchase decision of Proton. Firstly, we use the statistical software SPSS version 23 to analyze the descriptive statistics of instrument and respondents. Secondly, the researcher uses SmartPLS for data analysis purpose. Smart PLS used to analyze the measurement and structural models. PLS required Excel CVS file. Thus, the data will save into an Excel CVS file to generate raw input to PLS. After that, the results were analyzed and interpreted to examine the relationship between the dependent and independent variables. Lastly, the hypothesis summaries were shown according to the results.

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4.1 Data Preparation

Data preparation is the action to check the research data coding, entry, filtering and data missing. The data will be saved into a database Microsoft Excel after the questionnaire completed by respondent. There are 400 participants responded to the questionnaire for this study by using mall intercept method. The questionnaire also provided in electronic devices such as personal smart phone or laptop. The respondent can answer through the electronic device that provided by the researcher in case the hardcopy questionnaire is not enough. After that, the data was recorded in Microsoft Excel format. A deep checking is made in order to make sure here is no any incomplete or invalid data. After checking, there are no incomplete questionnaire due to the setting to force respondents to answer all questions. All

400 cases of questionnaire are input into SPSS software in order to presenting the descriptive statistical reports and to check for missing data and data normality test.

For PLS-SEM analysis purpose, SmartPLS will use the analysis of the measurement and structural models as mentioned in Chapter 3. The data was saved in Excel CVS format in order to input the file in PLS software.

4.1.1 Descriptive Statistic of Respondents

Table 4.1:
Respondent's Demographic Information

Demographic	**Frequency N=400**	**Percentage (%)**
Gender		
Male	206	51.5
Female	194	48.5
Race		
Chinese	245	61.2
Indian	52	13
Malay	99	24.8
Siam	4	1
Age		
Under 26	127	31.6
26-35	247	61.8
36-45	11	2.8
46-55	15	3.8
Highest Educational Level		
SPM	14	3.5
STPM	13	3.3
Diploma	34	8.5
Bachelor	307	76.7
Master	32	8
Occupation		
Unemployed	3	0.8
Student	32	8

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Employed	365	91.2
Income Per Month		
Less Than RM 1500	30	7.5
Rm 1501-RM2500	64	16
RM 2501-RM3500	162	40.5
RM3501- RM4500	74	18.5
More Than RM 4500	70	17.5
Car Brand		
BMW	4	1
Ford	3	0.7
Honda	46	11.5
Hyundai	7	1.8
Mazda	4	1
Mercedes	3	0.8
Nissan	15	3.7
Perodua	216	54
Proton	54	13.5
Suzuki	4	1
Toyota	41	10.2
Volkswagen	3	0.8

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Table 4.1 above presents the demographic details of respondents who take part in the questionnaire. Based on the analysis, 51.5% were male and 48.5% were female. Among these respondents, 61.2% is Chinese and 24.8% is Malay while Indian contributes 13% and only 1% is Siam respondents. In term of age, 247 (61.8%) of the respondents are in the age of26-35. 127 (31.6%) respondents are under age of26 and 2.8% and 3.8% are in the age of 36-45 and 46-55 respectively. There is no respondent who is above 55 years old in this survey. Most of the respondents (76.7%) graduated with Bachelor's degree, 8.5% have diploma, while 32 respondents (8%) have Master's degree. Only 14 and 13 respondents have SPM and STPM certificate respectively of the total respondent. 365 respondents with 91.2% are employed while only 3 respondents are unemployed and the rest 32 respondents are student (8%). In term of income, majority respondents (40.5%) are in category of RM

2501- RM 3500 while the minority 7.5% having less than RM 1500 income per month. Finally, in term of car's brand, the highest car's brand owner is Perodua which are 216 respondents (54%) while Proton owner come to second which are 54 respondents with 13.5% of the total 400 respondents.

4.1.2 Descriptive Statistic of Instrument

Table 4.2:
Descriptive Statistic for All Indicators

Construct	Indicator	N	Min	Max	Mean	Standard Deviation
Brand Image	BI1	400	1	5	4.05	1.008
	BI2	400	1	5	2.04	0.929
	BI3	400	1	5	2.71	1.186
Design or Aesthetic	D1	400	1	5	2.76	1.238
	D2	400	1	5	2.43	1.165
	D3	400	1	5	2.35	1.132
	D4	400	1	5	3.76	1.198
Price	P1	400	1	5	2.95	1.108
	P2	400	1	5	2.81	1.119
	P3	400	1	5	2.49	1.011
	P4	400	1	5	2.92	1.136
Quality	Q1	400	1	5	2.24	0.997
	Q2	400	1	5	2.38	1.064
	Q3	400	1	5	2.25	0.987
	Q4	400	1	5	2.29	0.96
	Q5	400	1	5	2.49	1.069
Purchase Decision	PDBI	400	1	5	2.26	0.975
	PDDA	400	1	5	2.36	1.09
	PDP	400	1	5	3.05	1.175
	PDQ	400	1	5	2.46	1.132

Table 4.2 above shows the descriptive statistics for the indicators. The use of statistical software SPSS (version 23) is to analysis and obtain the mean data, standard deviation, variance, minimum and maximum value for each of the indicator.

4.2 Verifying Data Characteristics

Verifying data characteristics is important to make sure the collected data is valid and no missing data. The researcher will check the missing data and conduct data normality analysis to verify the data.

4.2.1 Missing Data

The data is complete after checked. This is because through the deep check after the respondent finished answer the questionnaire. The researcher only will accept when the respondents complete their questionnaire. Thus, there is no incomplete data found in our data collection.

4.2.2 Data Normality

For data normality analysis, Shapiro-Wilk test and Skewness and kurtosis is used to check the data normality. The Shapiro-Wilk shows that all variables for this study have values of 0.00 which means that the data are not normal (non-normal). While Skewness and Kurtosis value is between -3 and +3 which is in suggested threshold. Thus, PLS-SEM is good to use because the data normality distribution assumption was violated.

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Table 4.3:
Shapiro-Wilk test

	Shapiro-Wilk		
Variable	**Statistic**	**df**	**Sig.**
BIi	.817	400	.000
BI2	.846	400	.000
BI3	.904	400	.000
Q1	.863	400	.000
Q2	.891	400	.000
Q3	.880	400	.000
Q4	.878	400	.000
Q5	.891	400	.000
D1	.903	400	.000
D2	.886	400	.000
D3	.882	400	.000
D4	.855	400	.000
P1	.916	400	.000

P2	.911	400	.000
P3	.878	400	.000
P4	.899	400	.000
PDBI	.880	400	.000
PDQ	.896	400	.000
PDDA	.888	400	.000
PDP	.904	400	.000

Table 4.4:
Skewness and Kurtosis

	N	Skewness		Kurtosis	
Variables	**Statistic**	**Statistic**	**Std. Error**	**Statistic**	**Std. Error**
BI1	400	-1.021	.122	.727	.243
BI2	400	.604	.122	.013	.243
BI3	400	.080	.122	-.859	.243
D1	400	.180	.122	-1.042	.243
D2	400	.300	.122	-.876	.243
D3	400	.418	.122	-.792	.243
D4	400	-.714	.122	-.402	.243
P1	400	.115	.122	-.667	.243
P2	400	-.030	.122	-.788	.243
P3	400	-.082	.122	-.916	.243
P4	400	-.131	.122	-.565	.243
PDBI	400	.374	.122	-.418	.243
PDDA	400	.456	.122	-.512	.243
PDP	400	-.246	.122	-.706	.243
PDQ	400	.385	.122	-.675	.243
Q1	400	.364	.122	-.354	.243
Q2	400	.411	.122	-.514	.243
Q3	400	.502	.122	-.286	.243
Q4	400	.292	.122	-.415	.243
Q5	400	.094	.122	-.817	.243
Valid N (listwise)	400				

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4.3 Measurement Model Assessment

As mentioned, the SmartPLS used to analyze the data. SmartPLS is used to assess the measurement and structural model for data validation. Measurement model is to

validate the data reliability while structural model is to find out the significant relationship between the variables. For measurement model, there are four analyses carried out as mentioned in Chapter 3. The following tables show the findings for each of the analysis used to evaluate the reliability validation for each construct.

4.3.1 Internal Consistency Reliability

Table: 4.5:
Descriptive and Reliability Statistic

Construct	Item	Mean	Standard Deviation	Loadings	T-statistic
Brand Image	BI2	2.04	0.929	0.942	18.783
CR: 0.833	BI3	2.71	1.186	0.739	10.077
Design or Aesthetic	D1	2.76	1.238	0.79	24.92
CR: 0.876	D2	2.43	1.165	0.889	30.819
	D3	2.35	1.132	0.834	24.081
Price	P2	2.81	1.119	0.712	12.112
CR: 0.833	P3	2.49	1.011	0.86	17.898
	P4	2.92	1.136	0.794	16.663
Quality	Q1	2.24	0.997	0.882	28.298
CR: 0.931	Q2	2.38	1.064	0.9	26.58
	Q3	2.25	0.987	0.794	20.987
	Q4	2.29	0.96	0.87	32.466
	Q5	2.49	1.069	0.823	19.896
Purchase Decision	PDBI	2.26	0.975	0.889	39.848
CR: 0.934	PDDA	2.36	1.09	0.92	52.997
	PDP	3.05	1.175	0.795	23.966
	PDQ	2.46	1.132	0.924	50.199

Table 4.5 above shows that the internal consistency reliability results. SmartPLS required reliability (CR) of each construct exceeds the value of 0.7 as suggested threshold. The CR is between 0.833 to 0.934 and it is above than value of 0.7. Hence, the result proves that the internal consistency reliability is satisfied.

4.3.2 Indicator Reliability

The items loading is an indicator reliability in SmartPLS. PLS's measurement model stated that to achieve indicator reliability satisfaction, the item's loading should be at least 0.7 and significant at least at the level of 0.05.

Table: 4.6:
Loading's value lower than 0.708

	Brand Image	Design or Aesthetic	Price	Purchase Decision	Quality
BI 1	**0.108**				
BI2	0.941				
BI3	0.74				
D1		0.793			
D2		0.888			
D3		0.83			
D4		**0.095**			
P1			**-0.7**		
P2			0.776		
P3			0.82		
P4			0.748		
PDBI				0.889	
PDDA				0.92	
PDP				0.796	
PDQ				0.924	
Q1					0.882
Q2					0.9
Q3					0.794
Q4					0.87
Q5					0.823

Table 4.6 above shows the item loading and notice that item BI 1, D4 and P1 have loading value which is lower than 0.7. Thus, these items should always be removed due to the loading value lower than 0.708 is unacceptable according to (Hair et al., 2014).

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Table 4.7:
Acceptable Loading value

	Brand Image	Design or Aesthetic	Price	Purchase Decision	Quality
BI2	0.942				
BI3	0.739				
D1		0.790			
D2		0.889			
D3		0.834			
P2			0.712		
P3			0.860		
P4			0.794		
PDBI				0.889	
PDDA				0.920	
PDP				0.795	
PDQ				0.924	
Q1					0.882
Q2					0.900
Q3					0.794
Q4					0.870
Q5					0.823

Table 4.7 show the acceptable loading value after deleted or removed the loading value which is lower than 0.7 which will affect the reliability result. Thus, above item is the loading which is higher than 0.7. The items are ranging from lower bound of 0.712 to an upper bound of 0.942 and the items are significant at level of 0.001 as shown in Table 4.5. Thus, the indicator reliability satisfaction is achieved.

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4.3.3 Convergent Validity

Convergent validity is conducted for measuring the average variance extracted (AVE) value. Convergent validity is acceptable when constructs have AVE at least 0.5 or higher. Table 4.8 below shows that all constructs have AVE which are higher than the required threshold value of 0.5. This result shows that the convergent validity is satisfied in the measurement model in PLS.

Table 4.8:
AVE value

Constructs	Average Variance Extracted (AVE)
Brand Image	0.717
Design or Aesthetic	0.703
Price	0.626
Quality	0.731
Purchase Decision	0.781

4.3.4 Discriminant Validity

In discriminant validity, the researcher uses the Fornell and Larcker (1981) and cross loading. As mentioned in Chapter 3, For cross loading, the item's loading of each indicator is highest for its designed construct whereas for Fornell and Larcker, the square root of the AVE of a construct should be greater than the correlation between the construct and other constructs in the mode in measurement model.

Table: 4.9:
Fornell and Larcker

	Brand Image	Design or Aesthetic	Price	Purchase Decision	Quality
Brand Image	**0.846**				
Design or Aesthetic	0.603	**0.839**			
Price	0.446	0.597	**0.791**		
Purchase Decision	0.639	0.794	0.687	**0.884**	
Quality	0.629	0.692	0.638	0.698	**0.855**

Based on the table above, the bolded elements indicate the square roots of the AVE while non-bolded values indicate the intercorrelation value between constructs. The square root of the AVE of the constructs are greater than the correlation between the construct and other constructs Hence, the results confirmed that the Fornell and Lacker's criterion is achieved.

Table: 4.10:
The Cross Loading of construct

	Brand Image	Design or Aesthetic	Price	Purchase Decision	Quality
BI2	**0.942**	0.637	0.490	0.671	0.646
Bt3	**0.739**	0.306	0.190	0.334	0.357
DI	0.469	**0.790**	0.472	0.634	0.494
D2	0.542	**0.889**	0.513	0.697	0.599
D3	0.503	**0.834**	0.515	0.666	0.645
P2	0.154	0.303	**0.712**	0.421	0.329
P3	0.508	0.628	**0.860**	0.659	0.675
P4	0.330	0.426	**0.794**	0.512	0.449
PDBI	0.655	0.780	0.584	**0.889**	0.757
PDDA	0.627	0.709	0.609	**0.920**	0.630
PDP	0.375	0.568	0.637	**0.795**	0.466
PDQ	0.569	0.730	0.611	**0.924**	0.585
QI	0.631	0.550	0.545	0.574	**0.882**
Q2	0.637	0.633	0.564	0.639	**0.900**
Q3	0.396	0.555	0.523	0.559	**0.794**
Q4	0.543	0.658	0.565	0.632	**0.870**
Q5	0.467	0.553	0.529	0.572	**0.823**

According to Table 4.10 above, it is shows that the output of cross loading between constructs. It is shows that the item's loading of each indicator is highest for its designed construct. The item loading clearly separates each latent variable as theorized in the Chapter 3. Hence, these result shows that the discriminant validity is satisfied.

As a conclusion, the reliability and validity test conducted on the measurement model for this study is acceptable. The reliability and validity tests shown a very satisfied result. Thus, estimate parameters in the structural model is good to carry out.

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4.4 Structural Model

After the measurement model results show is fit and achieve satisfactory, thus the structural model is good to conducted. As mentioned in chapter 3, coefficient of determination ($R^{2)}$ and path coefficients is measured in structural model.

4.4.1 Coefficient of Determination ($R^{2)}$

In this case, the SmartPLS bootstrapping function is used to generated 500 samples from 400 cases. The result of the structural model is shown in below Figure 4.1.

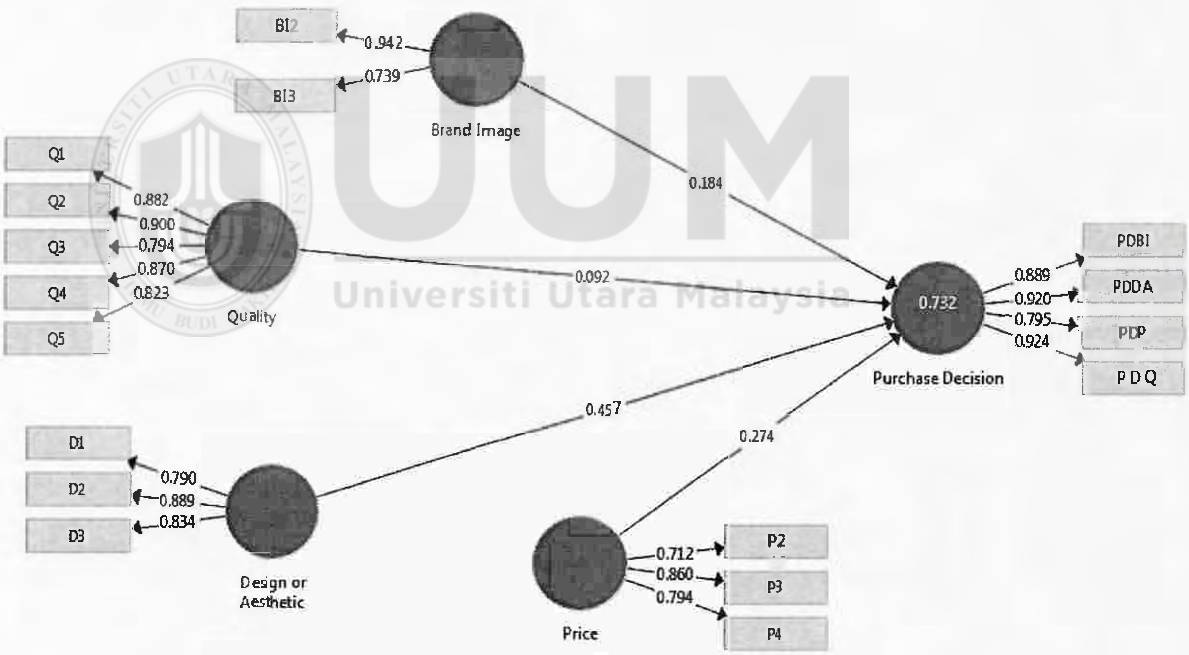

Figure 4.1:
Results of Structural Model

According to Figure 4.1 above, the coefficient of determination ($R^{2)}$ of this structural model is 0.732. The R^2 result indicates that the brand image, quality, design or aesthetic and price are able to explain 73.2% of the variance in purchase decision of Proton.

As mentioned in chapter 3, R^2 which is higher than 0.67 is considered substantial and large enough explained by the independent variables. Thus, in this study, the predictive ability is high.

4.4.2 Path Coefficients

As mentioned in Chapter 3, the path coefficient must be at least 0.1 and significance at 0.05. The relationship between independent and dependent variable were examined by using SmartPLS by using bootstrapping function in order to test the significant level, t-statistic for all paths. In this case, the SmartPLS bootstrapping function is used to generated 500 samples from 400 our sample size.

Table 4.11:
Path coefficient, T-statistics, Significant level for All Hypothesised Paths

Dependent Variable	Independent variables	Path Coefficient (β)	T-Statistics	Significance Level
Purchase Decision	<-- Brand Image	0.183	3.501	0.001
R^2= 0.732	<-- Design or Aesthetic	0.455	10.574	0.001
	<-- Price	0.275	5.978	0.001
	<-- Quality	0.092	1.776	NS

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Table 4.11 shows the path coefficients, t-statistics, and significance level the hypotheses path. By examining these result, the acceptance or rejection of the proposed hypotheses is determined. The testing of the proposed hypotheses is discussed in hypotheses testing section.

4.4.3 Hypotheses Testing

The result summary of hypothesis testing shown in the Table: 4.12 below.

Table4.12:
Summary of Hypothesis Testing

	Description of Hypothesis	**Result**
H1	There is a significant relationship between brand image and purchase decision of Proton car.	Accepted
H2	There is a significant relationship between quality and purchase decision of Proton car.	Rejected
H3	There is a significant relationship between design or aesthetic and purchase decision of Proton car.	Accepted
H4	There is a significant relationship between price and purchase decision of Proton car.	Accepted

According to the Table 4.12 above, path coefficient shows hypotheses 1, 3 and 4 are supported, except for hypotheses H2. From the analysis, accepted hypotheses are significant at least at level of 0.05 and have positive relationship between the independent and dependent variables. Besides, its also consists a path coefficient value (β) from 0.183 to 0.455 which shows satisfactory.

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Based on the table 4.12, it shows that purchase decision of Proton is influenced directly by brand image (β= 0.183, t= 3.501, p< 0.001). Thus, hypothesis H1 is accepted. Meanwhile, purchase decision of Proton is not affected directly by quality (β= 0.092, t= 1.776, not significant). As a result, hypothesis H2 is rejected. Further, from the analysis, purchase decision of Proton is greatly influenced directly by design or aesthetic (β= 0.455, t= 10.574, p<0.001). As a result, hypothesis H3 is accepted. In addition, purchase decision of Proton also is influenced directly by price (β= 0.275, t= 5.978, p<0.001). Hence, hypothesis H4 is also accepted.

4.5 Summary of the chapter

SmartPLS is used to analyze the determinants influencing the purchase decision of Proton. There is some observation could make with the results.

First of all, the measurement model shows that the reliability and validity is achieve satisfaction result. For the internal consistency, the constructs have composite reliability values higher than 0.7 and there are significant at the level of 0.001. These result means that the indicator is highly reliability. Besides that, convergent and discriminant validation also have a good outcome. The value of AVE is higher than 0.50 and the items loaded higher against their respective intended latent variable compared to other variables. Thus, the measurement model satisfaction is achieved in our SmartPLS analysis.

Secondly, the structural model also shows a very satisfied result. The value of R^2 is 73.2 per cent which is higher than 0.67. Thus, the coefficient of determination of this study is considered substantial and able to explain strong explanatory power. Based on the path coefficient result, three proposed hypotheses (H1, H3 and H4) relationships have path coefficient (β) value which is greater than 0.1 and are significant at least at the level of 0.001. The summary of the main findings and the discussion of the theoretical construct will be discussed in next Chapter 5.

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Chapter 5

DISCUSSION

5.0 Introduction

This chapter will discuss the results of the study. In this chapter, it includes of few sections which included discussion, limitation of the study, recommendations and conclusion. First, the findings were explained according to the objectives of the study. Second, the contributions of this study also described. After that, the limitation of the study, recommendation, and suggestion also will be discussed in this chapter for future studies. Lastly, chapter 5 will make the conclusion about this study.

5.1 Discussion of the Findings

In this subsection, the researcher will discuss the factors influence purchase decision of Proton. There are four objectives in this study as below:

1. To examine the relationship between brand image and purchase decision of Proton car.

2. To examine the relationship between quality and purchase decision of Proton car.

3. To examine the relationship between design or aesthetic and purchase decision of Proton car.

4. To examine the relationship between price and purchase decision of Proton car.

5.2 Summary of Findings

5.2.1 There is a relationship between Brand Image and Purchase Decision of Proton car

In this study, brand image has been identified to have a positive influence on the purchase decision of Proton car. It means that the better the brand image of the car, the more people to make the decision to purchase Proton car. This result is not tally with (Anney Lama, 2017) research which the brand image and brand awareness have a negative impact on consumer purchase intention. This situation can be due to differences in the product used in an analysis. In this study, our product used is the car while Anney Lama used laptop as the product. Thus, the results might be different.

However, our results are aligned with the previous studies that examine the relationship between brand image and purchase decision. For instance, according to (Dongyan and Xuan, 2008), their fmdings also show that the five variables which have the most significant relationship with Chinese car young consumers. The result indicated that younger people also consider brand image than female consumers when purchasing a car. This result also can be supported by research of "Factors Affecting the Purchase Decision Making of Car Buyers in Malaysia" which shows that most affecting Proton buyer are price followed by car design, brand image, functionality, fuel efficiency, spare parts and post service.

5.2.2 There is no relationship between quality and purchase decision of Proton car

On the other hand, the relationship between quality and purchase decision of Proton car quality did not receive statistical support. One of the reasons for its non-significant relationship with purchase decision is due to Proton produced a quite competitive car such as the latest model of Proton Persona and Sage in the recent year. Proton Persona awarded

with 5-star ASEAN NCAP with higher safety performance crash data. It gives a higher protection as a family car. Besides that, with the foreign strategic partner (FSP) with Geely, this may boost up the people confidence toward Proton's quality especially the upcoming SUV car that announced by Proton, Proton X70.

Even though this result is not aligned with most previous studies which support that the quality variable has significant relationship with the purchase decision of a car, however, this result is supported by (Ranscombe, 2010) words in which he stated that the visual aesthetic and design have slowly become the key consideration during car purchase decision while consumers less consider about the technological aspects. From here, realize that this statement is quite tally with our result in which the design or aesthetic has a strong significant relationship with the purchase decision of Proton car while the quality factor is not significant with the purchase decision of Proton car due to visual aesthetic and design have become the key consideration as (Ranscombe, 2010) mentioned.

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5.2.3 There is a relationship between design or aesthetic and purchase decision of Proton car.

In this study, the result shows that there is a strong and positive relationship between design or aesthetic and purchase decision of Proton car in Pulau Pinang. The result of the study are aligned with previous study done by Kumar (2014) who also conducted research on consumers' purchase decision criteria in India and found that safety, overall looks, shape or design, features and interior image, policies of pre-sales and post-sales are the key factors that influence car purchase decisions among consumers. This result also supported by Seng and Husin (2015) showed that design, features, specifications, performance, affordability and costs of ownership have a significant influence on the purchase intention of car users in Malaysia. Besides that, Leow and Husin (2015) found

that design is also one of the factor that are significant and influence the purchase intention at the introduction stage of a product in the automotive industry in Malaysia.

Furthermore, this result also aligned with researcher such as (Havlena & Holbrook 2014) also found design and aesthetic factor is important elements of the purchasing process of apparel consumer. Thus, this study concluded that design or aesthetic is an important factor and also has a strong significant relationship with the purchase decision of Proton car in Malaysia. A suitable and well design is important to target the targeted car buyer in the automobile industry.

5.2.4 There is a relationship between price and purchase decision of Proton car

The fourth objective is to examine the relationship between price and purchase decision of Proton car. According to the analysis, it is proven that there is a positive relationship between price and purchases decision of Proton car.

Price also plays an important role in Proton car's purchase decision. The higher price will cause your product unable to be competitive if the competitor is offering a better price. The result of the study aligned with Helen (2015) in which the result also shows that the R-square value of price was 0.723 indicating that 72.3 per cent of the consumer purchasing decision is affected by price. Besides that, our results also aligned with Hitesh (2015) in which the study also revealed that there was a positive relationship between economic factors which included price.

In addition, this result also can be supported by Tan and Santhi (2014) where they also indicate that price factor was significantly influence consumer buying behaviour towards national cars in Kuala Lumpur. The result also supported by Poojo (2015) which indicated the price factors has the most influential factor among sales and demand. Another

study was conducted in Malaysia by Lee and Govindan (2014) and the findings indicated the price is the most important factors that influence car purchase decisions.

5.3 Implication of Research

There is much implication that can be identified and contribute to the researcher and practitioners in terms of theoretical and practical implications in this study. As discussed in the study, there is limited research that study on factors influences purchase decision of Proton car in Pulau Pinang. This can contribute as a sight or new perspective on factors influence Proton's car purchase decision in the automotive industry. This study will provide an insight toward not only scholars but also PROTON authorities and government as discussed in below.

5.3.1 Theoretical Implications

In term of theoretical implication, this study proved that there are the significant relationship and positive relationship between the factors (brand image, design or aesthetic and price) and purchase decision of Proton car. However, our result shows that one of the independent variables is not significant with purchase decision which is quality. This result could be one of the contributions to the automotive industry. It could mean that the quality of Proton car has improved in the recent years and Proton needs to focus on the brand image, quality and especially design or aesthetic factor that significantly affect the purchase decision of Proton car. This is because generally most of the past studies show that quality factor always has a significant relationship with the purchase decision of Proton. Thus, this study will help to increase the understanding of the factors influence the purchase decision of Proton car in Malaysia context and in the recent year.

5.3.2 Practical Implications

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In term of practical implications, this study contributes to the Proton car maker. Basically, the study provides an approach of the factors such as brand image, quality, price and design or aesthetic that will increase the purchase decision of Proton car. Thus, Proton can apply the outcome from the study to improve their Proton car sales.

Proton can apply and develop a new strategic plan to improve their design or aesthetic, price and brand image in order to attract the people to purchase the Proton car. In term of design or aesthetic, Proton should design a more stylish car that suitable with the younger people requirement since it is the strongest factor that influences the purchase decision of Proton. For instance, the new Proton Saga did not get much selling compared to their rivalry Perodua which produced the more stylish car, Perodua Bezza.

Second, for brand image, as mentioned in chapter 2, the image is important because it promise the consumer about the price, quality, service and feature of the product. The brand which has strong image will attract consumer to purchase the product brand. Thus, in order to improve the brand image, Proton should work hard to improve their overall performance of business strategic plan such as services, company reputation, product satisfaction and so on.

While in term of price, the price is always the most important factor in making a purchase decision. This is because the consumer want to maximize their immediate utility from the purchase of a product. As mentioned in chapter 2, a company can gain competitive advantage by providing the lower price or unique promotion to the consumer. The consumer will always make price comparison when there is a similar product offered in the market. For instance, the price that offered by Proton was too high when Proton Persona was launched to compete with Perodua Bezza.

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Last but not least, this study shows that there is no significant relationship between quality and purchase decision of Proton car. This does not mean there is no any outcome of the findings. It could mean that the quality of Proton car has improved compared to previous models. That is why the result of this study is different with the previous studies in which the previous studies show there is a significant relationship with purchase decision of Proton car. Thus, people responded and the results indicate that the Proton car's quality could compete with the others car.

5.4 Limitation and Future Research

There are some limitations to this study. The limitation of this study is due to some reasons which are unable to control although the research provides and contribute insight for the study.

First, the limitation of this study is the location of the research conducted. This research is focused on collecting data in Pulau Pinang state. Future research can expand in all state in Malaysia especially to test the quality factor whether the outcome of the result is the same with this research.

Second, the limitation of the research is where most of the findings identified that the respondents were Chinese as compared to Malay and Indian. Basically, the data should have equal ethnic groups to ensure the generalizability of the data. Thus, future research can be conducted by having the similar ethnic group of a respondent to measure whether any difference of the result.

Lastly, future research can include or explore more variable which can contribute to the development of Proton car. Besides that, moderator and mediator also can be added to furnish the research framework toward a better and precise model and result.

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5.5 Conclusion

As a conclusion, the main objective of this study is to identify and examine the factors that influences the purchase decision of Proton car in Pulau Pinang, Malaysia. Through the data analyzed by using SmartPLS and discussion, eventually, the findings of the study show that there is a positive relationship on factors (brand image, price and design or aesthetic) influence the purchase decision of Proton car except for the quality factor. From the findings, the hypothesis framework was proven positively significant. To conclude, the better the brand image, price and design or aesthetic of the car, the higher the purchase decision on Proton car.

Therefore, Proton should work harder on the implement or develop a better strategic plan in order to increase the purchase decision on Proton car through better price offered, better image of the car and better design or aesthetic of the car produced. Even though quality shows there is no significant relationship with the purchase decision on Proton car, however, Proton should always continually improve their quality aspect to be competitively in the national automotive industry.

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APPENDIX

QUESTIONAIRE

Questionnaire/ Soal Selidik

The Factors that affect the Purchase Decision of PROTON Car in Pulau Pinang

Faktor- faktor menpengaruhi keputusan pembelian kereta PROTON di Pulau Pinang

Dear Respondent,

I am a Master of Science (Management) student in Universiti Utara Malaysia. This questionnaire contains 3 sections: Section A, Section B and Section C. The purpose of this questionnaire is to identify the factors affect the purchase decision of PROTON car in Pulau Pinang. All the information provided is CONFIDENTIAL and used for academic purpose only. We will not publish any information that would involve any individual or organization for other purposes. Thank you for your time and cooperation in completing this research.

Responden yang dihormati,

Saya merupakan pelajar Sarjana Sains (Pengurusan) di Universiti Utara Malaysia. Soal selidik ini mengandungi 3 Bahagian: Bahagian A, Bahagian B dan Bahagian C. Tujuan soal selidik ini adalah untuk mengenal pasti Faktor-faktor menpengaruhi keputusan pembelian kereta PROTON di Pulau Pinang. Semua maklumat yang diberikan adalah SULIT dan digunakan untuk tujuan akademik sahaja. Kami tidak akan menyiarkan sebarang maklumat yang akan melibatkan mana-mana individu atau organisasi bagi tujuan lain. Terima kasih atas masa dan kerjasama anda dalam menyiapkan penyelidikan ini.

Researcher's Name/ Nama Penyelidik: Tang Wei Chau (821875)

Master of Science (Management)/ Sarjana Sains Pengurusan

Universiti Utara Malaysia (UUM)

Section A: Demographic Background of the Respondent

Bahagian A: Latar Belakang Demografi Responden

This section is to obtain information of the respondent background. Please tick (/) in the appropriate box. *Bahagian ini adalah untuk mendapatkan maklmat mengenai latar belakang responden. Sila tandakan (/) pada kotak yang berkenaan.*

1. Gender / *Jantina:*

   ☐ Male/ *Lelaki* ☐ Female/ *Perempuan*

2. Race / *Bangsa*

   ☐ Malay/ *Melayu*

   ☐ Chinese/ *Cina*

   ☐ Indian/ *India*

   ☐ Others/ *Lain-lain:* _____ (Please State/ *Sila Nyatakan*)

3. Age/ *Umur*

   ☐ Under 25/ *Bawah* 25

   ☐ 26-35

   ☐ 36-45

   ☐ 46-55

   ☐ Over 55/ *Atas* 55

4. Highest Educational Level/ *Tahap Pendidikan Tertinggi*

   ☐ PMR/*PMR*

   ☐ SPM/*SPM*

   ☐ STPM/*STPM*

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☐ Diploma/ *Diploma*

☐ Bachelor/ *Ijazah*

☐ Master/ *Sarjana*

☐ PhD

☐ Others/ *Lain- lain*: _____ (Please State/ *Sila Nyatakan*)

5. What is your occupation? *Apakah perkerjaan anda?*

☐ Student/ *Pelajar*

☐ Employed/ *Bekerja*

☐ Unemployed/ *Tidak bekerja*

☐ Retired/ *Bersara*

☐ Others/ *Lain-lain*: _____ (Please State/ *Sila Nyatakan*)

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6. What is your level of income per month? *Berapakah gaji bulanan anda?*

☐ Less than RM 1500/ *Kurang dari* RM 1500

☐ RM 1501-RM2500

☐ RM 2501- RM 3500

☐ RM 3501-RM 4500

☐ More than RM 4500/ *Lebih dari* RM 4500

7. My car brand is / *Jenama kereta saya adalah:*

☐ PROTON

☐ PERODUA

☐ HONDA

☐ TOYOTA

☐ NISSAN

☐ Others/ *Lain-lain* _____ (Please State/ *Sila Nyatakan*)

Section B: Factors That Would Affect Purchase Decision of PROTON car.
Bahagian B: Faktor-faktor yang mempengaruhi keputusan pembelian kereta PROTON.

Please indicate your respond to the following statement according to the scale below.
Sila nyatakan jawapan anda dengan kenyataan berikut mengikut skala di bawah.

Strongly Disagree/ *Sangat Tidak Setuju* (SD)	Disagree/ *Tidak Setuju* (D)	Neutral/ *Neutral* (N)	Agree/ *Setuju* (A)	Strongly Agree/ *Sangat Setuju* (SA)
1	2	3	4	5

i. **Brand Image/** ***Jenama Imej***

No	Question	SD	D	N	A	SA
1.	I can distinguish PROTON brand element from other brands. *Saya boleh membezakan elemen jenama PROTON daripada jenama lain.*	1	2	3	4	5
2.	I tend to purchase PROTON brand because that really make me look good in front of my friends. *Saya cenderung untuk membeli jenama PROTON kerana saya kelihatan hebat di kalangan kawan.*	1	2	3	4	5
3.	I tend to purchase PROTON brand, which has a very good image. *Saya cenderung untuk membeli kereta jenama PROTON, dimana ia mempunyai imej yang*	1	2	3	4	5

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	baik.					

ii. Quality/ *Kualiti*

No	Question	SD	D	N	A	SA
1.	PROTON car is highly quality. *Kereta PROTON sangat berkualiti.*	1	2	3	4	5
2.	PROTON car is highly reliable. *Kereta PROTON sangat dipercayai.*	1	2	3	4	5
3.	PROTON car is very innovative. *Kereta PROTON sangat berinovatif.*	1	2	3	4	5
4.	PROTON cars have excellent features. *Kereta PROTON mempunyai fungsi yang hebat.*	1	2	3	4	5
5.	PROTON car is very durable. *Kereta PROTON sangat bertahan lasak.*	1	2	3	4	5

iii. Design or Aesthetic/ *Reka bentuk*

No	Question	SD	D	N	A	SA
1.	The shape and design are my consideration in buying a PROTON car. *Reka bentuk memjadi pertimbangan saya dalam membeli kereta PROTON.*	1	2	3	4	5
2.	I feel good about myself when I own a PROTON car with superior design. *Saya berasa bagus apabila memiliki kereta PROTON yang hebat dengan reka bentuknya.*	1	2	3	4	5
3.	If there are similar cars with similar features available in the market, I will purchase the PROTON car with the latest design. *Sekiranya ada kereta lain yang mempunyai fungsi dan ciri yang sama di pasaran, saya akan membeli kereta PROTON dengan reka bentuk yang terbaru.*	1	2	3	4	5
4.	I would not buy the latest PROTON car model if there is no major difference in design over the previous model. *Saya tidak bercadang membeli kereta PROTON model yang terbaru sekiranya tiada perbezaan reka bentuk dengan model yang sebelumnya,*	1	2	3	4	5

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iv. Price/ *Harga*

No	Question	SD	D	N	A	SA
1.	The price of PROTON car is high. *Kereta PROTON berharga tinggi.*	1	2	3	4	5
2.	The price of PROTON car is low. *Kereta PROTON berharga rendah.*	1	2	3	4	5
3.	I think PROTON car will be good value the money. *Saya berasa kereta PROTON amat bernilai.*	1	2	3	4	5
4.	If I buy a PROTON car, I will be getting a good car for a reasonable price. *Sekiranya saya membeli kereta PROTON, saya akan mendapat sebuah kereta yang bagus dengan harga yang berpatutan.*	1	2	3	4	5

Section C: Purchase Decision
Bahagian C: Keputusan Pembelian

No	Question	SD	D	N	A	SA
I.	I would purchase PROTON car because its fulfils my brand image requirement. *Saya akan membeli kereta PROTON kerana ia dapat memenuhi jenama imej saya inginkan.*	I	2	3	4	5
2.	I would purchase PROTON car because its fulfils my quality requirement. *Saya akan membeli kereta PROTON kerana ia dapat memenuhi tahap kualiti yang saya inginkan.*	1	2	3	4	5
3.	I would purchase PROTON car because its fulfils my design and aesthetic requirement. *Saya akan membeli kereta PROTON kerana ia dapat memenuhi reka bentuk yang saya inginkan.*	I	2	3	4	5
4.	I would purchase PROTON car because the price is reasonable. *Saya akan membeli kereta PROTON kerana harganya yang berpatutan.*	1	2	3	4	5

----------End of Questionnaire----------

Tamat Soal Selidik

Thank you for the participation

Terima kasih atas kerjasama anda

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